



## Marketing

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### RPL/RCC Information Sheet

#### Related Units of Competency

- BSBSMB403 Market the small business

#### Unit Description:

This unit of competency describes the skills and knowledge required to monitor and improve business performance via a clear strategy complementing the business plan.

#### Instructions

Please read the following requirements and tick the applicable box. If you wish to apply for RPL/RCC for this cluster, you MUST complete and provide:

- this document
- the relevant evidence you have stated which **MUST** be included with your RPL application
- the specific units of competency RPL applications

**Please note:** An RPL/RCC application will not be reviewed without these completed documents. No exceptions.

#### 1. Gaining RPL (Tick boxes relevant to your application)

In order to gain RPL for this cluster you MUST provide the following evidence:

- Relevant transcript & certificate, or
- Resume of applicant outlining previous and/or current work within health/community environment, and,
- Letter from employer stating the applicant's current job role within health/community environment

And,

- Evidence of completing sales and profit analyse, customers' needs analyse, promotional activities, marketing strategies including briefing appropriate personnel on their responsibilities. This may have been completed within the development of a business plan for a business.
- Copy of marketing documentation e.g. business cards, pamphlets, website



## 2. Acknowledgement

Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

- I understand that I MUST provide relevant and verifiable evidence to support my claim for RPL/RCC and my application will not be reviewed/approved without this requirement
- I understand I may be required to provide additional information to support my claim for RPL/RCC
- I understand that I may be required to demonstrate my knowledge and skills related to this cluster through the example RPL assessment outlined in this document