

# BSBMKG541 - Identify and evaluate marketing opportunities

## Practical Assessment

### Task 1 – Identify and evaluate marketing opportunities (Written task)

Identify and evaluate at least **three (3)** marketing opportunities.

In the course of the above, you must:

#### Explore marketing opportunities

- Analyse information on market and business needs for marketing opportunities
- Identify potential new markets
- Apply innovative approaches relevant to the development of potential marketing opportunities

#### Evaluate marketing opportunities

- Identify and analyse opportunities for organisational fit according to organisational goals and capabilities
- Analyse the viability of each opportunity
- Determine probable return on investment and potential competitors
- Select marketing opportunities according to outcomes of viability analysis, return on investment and competition

#### Evaluate required changes to current operations

- Seek feedback from relevant stakeholders
- Incorporate feedback received for current operations and take advantage of viable marketing opportunities
- Review current operations and document changes needed
- Identify resource requirements for marketing opportunities
- Document and communicate viability of marketing opportunities to key stakeholders

### Assessment Submission:

Written Component – email to [admin@globalfitness.edu.au](mailto:admin@globalfitness.edu.au)

(Please ensure your name is on the document, or in the saved file name)

Practical Component:

This can be assessed in person (by appointment only) with your Tutor.

Or if submitting via video – upload to the following link

<https://drive.google.com/drive/folders/1WOKzFCq209YKHVYbsvDyen4VWu6KT3Zw?usp=sharing>