Australian Government
Department of Education, Employment and Workplace Relations

BSBMKG510A Plan e-marketing communications

Release: 1

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

BSBMKG510A Plan e-marketing communications

Modification History

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to research, prepare and evaluate an organisational e marketing plan that integrates electronic communications and website marketing in support of marketing objectives.
No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

This unit applies to managers working in advertising, public relations, marketing or promotional roles who plan electronic communications to effectively convey marketing communications messages and to support achievement of marketing objectives.
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Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Employability Skills Information

This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Prepare an electronic marketing strategy and plan	1.1 Determine electronic marketing purpose and objectives in consultation with **relevant personnel** that are compatible with the business strategy, direction and values of the organisation
	1.2 Develop an electronic marketing strategy or plan which addresses the aims and targets of the organisation's business plan, and meets budgetary and organisational requirements
	1.3 Identify, cost and detail **electronic marketing tools** for the organisation, its products and services in the electronic marketing strategy or plan
	1.4 Identify and incorporate electronic marketing approaches, tools and strategies to reach target market and achieve objectives
	1.5 Ensure electronic marketing strategy or plan includes an action plan, schedule and budget estimates for developing and implementing electronic marketing strategies
	1.6 Ensure the electronic marketing strategy or plan includes **effectiveness measures** and meets **legal and ethical requirements**
	1.7 Evaluate effectiveness of the electronic marketing strategy or plan

2	Prepare and evaluate a website marketing strategy	2.1	Evaluate website marketing objectives to ensure they are in accordance with e-marketing strategy and plan, and modify if required
		2.2	Evaluate the website design to ensure it projects the required image of the business and conveys the features and benefits of products or services in accordance with the overall e-marketing strategy, and recommend modifications if required
		2.3	Evaluate website data recording, contacts and feedback mechanisms to ensure they allow for evaluation of the website as a marketing tool, and establish strategies for evaluation
		2.4	Develop website marketing strategy in accordance with, and for inclusion in, e-marketing strategy and plan
		2.5	Integrate website marketing strategy into the overall e-marketing strategy and plan
		2.6	Evaluate effectiveness of website marketing strategy

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Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

communication and negotiation skills to negotiate contracts and implement marketing strategies

culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities

literacy skills to interpret requirements and write marketing and electronic marketing plans

technology skills to use a range of computer equipment used in conducting electronic marketing, the Internet and multimedia applications

technology skills to use a range of computer equipment and software to conduct e-marketing communications, access the Internet and use multimedia applications

Required knowledge

overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:

Australian Direct Marketing Association Limited (ADMA) Direct Marketing Code of Practice

confidentiality requirements

copyright laws

defamation and libel laws

FACTS (Federation of Australian Commercial Television Stations) codes

OECD International Guidelines for Consumer Protection in the Context of Electronic Commerce

Australian Government's Policy Framework for Consumer Protection in Electronic Commerce and the Australian E-commerce Best Practice Model

Privacy Act 1988 (Cth)

sweepstakes regulations

Trade Practices Act 1974 (Cth)

principles and fundamentals of marketing communications, consumer behaviour and opportunities for electronic marketing

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential:
	documenting an electronic marketing strategy and plan for at least one product or service containing an action plan, schedule, costings, monitoring and evaluation methods
	documenting a website marketing strategy for a product or service that meets overall organisational marketing objectives
Context of and specific resources for assessment	Assessment must ensure:
	access to an actual workplace or simulated work environment
	access to office equipment and resources
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:
	assessment of written reports outlining electronic and website marketing strategies and reports
	demonstration of strategic planning techniques used to formulate the strategies and plans
	direct questioning with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
	observation of presentations of strategies and plans
	oral or written questioning
	review of authenticated documents from the workplace or training environment
	review of testimony from team members, colleagues, supervisors or managers

Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:
	BSBMKG412A Conduct e-marketing communications
	other marketing units

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Relevant personnel may include:	business owners
	in-house, outsourced or otherwise contracted personnel
	management
	technology personnel
Electronic marketing tools may include:	media such as:
	bulletins
	chat rooms
	email
	facsimiles
	websites
	electronic advertisements such as:
	auto responders
	banner exchanges
	bulk email
	e-zine (electronic magazine distributed or accessed via a file server) and webzine (web-site distributed electronic magazine) advertising
	e-zine and webzine publishing as a marketing tool
	FFA sites
	free or paid classifieds
	news groups
	search engine submission
	web rings

Effectiveness measures may include:	attitude measurements
	awareness measurements
	customer satisfaction ratings
	inquiry measurements
	media vehicle audience measurements
	opinion measurements
	readership measurements
	recall measurements
	sales measurements
Legal and ethical requirements may include:	codes of practice
	confidentiality
	cultural expectations and influences
	ethical principles
	legislation
	policies and guidelines
	privacy
	regulations
	social responsibilities eg protection of children, environmental issues
	society's expectations

Unit Sector(s)

empty
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Competency field

Business Development - Marketing
Business Development - Marketing