



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG603B Manage the marketing process

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to strategically manage the marketing process and marketing personnel within an organisation.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to senior marketing professionals who are responsible for managing the overall marketing process of an organisation and for managing marketing personnel. Typically they would manage a portfolio of products or services across the organisation, rather than a single product or few products.</p> <p>This unit targets more senior personnel who have a wider scope of marketing activities for a greater number of products or services, than BSBMKG514A Implement and monitor marketing activities.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Prerequisite units		

Employability Skills Information

Employability skills	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

ELEMENT	PERFORMANCE CRITERIA
1. Manage marketing performance	<ul style="list-style-type: none">1.1. Manage marketing effort to ensure it is directed towards areas of greatest potential for the organisation1.2. Manage integration of marketing, promotional and sales activities in accordance with strategic marketing objectives1.3. Monitor product, distribution, pricing and marketing communication policies in relation to market changes, marketing plan objectives and organisational requirements1.4. Use marketing metrics and monitor overall marketing progress against performance targets to ensure activity, quality, cost, and time requirements are met
2. Manage marketing personnel	<ul style="list-style-type: none">2.1. Communicate strategic marketing objectives across the organisation in ways suited to levels of knowledge, experience and specific needs of personnel2.2. Identify and agree roles, responsibilities and accountabilities of staff and contractors involved in all elements of marketing effort2.3. Develop communication strategy to ensure that personnel responsible for each element of the marketing mix work together to meet organisation's marketing objectives2.4. Provide mentoring, coaching and feedback to support individuals and teams to achieve agreed objectives and to use resources to the required standard2.5. Identify individual and team performance, and instigate corrective action promptly to safeguard marketing outcomes
3. Evaluate and improve strategic marketing performance	<ul style="list-style-type: none">3.1. Analyse marketing outcomes, review strategic objectives and marketing metrics, and revise if required3.2. Analyse successes and performance gaps in relation to cause and effect, and use this information to improve strategic performance3.3. Analyse over-performance against targets for trends and set new targets3.4. Analyse changes in market phenomena, and identify

ELEMENT	PERFORMANCE CRITERIA
	<p>and document their impact on strategic marketing objectives</p> <p>3.5. Document review of marketing performance against key performance indicators in accordance with organisational requirements</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication skills to consult with marketing managers, supervisors, and workgroup members
- innovation and creativity skills to revise strategies so that marketing objectives are met and exceeded
- leadership and teamwork skills to effectively lead and manage marketing team members in an organisation
- literacy skills to identify strategic information and to write in a range of styles for different audiences
- numeracy skills to analyse data.

Required knowledge

- key provisions of relevant legislation from all forms of government, codes of practice and national standards that may affect aspects of business operations such as:
 - anti-discrimination legislation and principles of equal opportunity, equity, and diversity
 - Australian Direct Marketing Association (ADMA) Direct Marketing Code of Practice
 - Australian E-commerce Best Practice Model
 - Australian Government Policy Framework for Consumer Protection in Electronic Commerce
 - confidentiality requirements
 - copyright laws
 - defamation laws
 - Free TV Australia Commercial Television Industry Code of Practice
 - privacy laws
 - sweepstakes regulations
 - Trade Practices Act
- economic, social and industry directions, trends and practices
- organisational structures, roles, responsibilities and policies
- industry product and service knowledge
- principles of marketing, strategic analysis and strategic management
- statistical and data evaluation techniques to measure marketing performance.

Evidence Guide

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:

- monitoring marketing performance across an organisation by comparing performance against key performance indicators in the marketing plan
- effectively communicating marketing objectives to relevant personnel in accordance with organisation requirements
- providing feedback, mentoring and coaching to staff, as appropriate
- taking action to capitalise on or minimise over- or under-performance against marketing objectives.

Context of and specific resources for assessment

Assessment must ensure:

- 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:

- analysis of responses to case studies and scenarios
- assessment of written reports on marketing activities and performance against key performance indicators
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of presentations on marketing performance
- oral or written questioning to assess knowledge and understanding
- 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:
- other marketing units.

Range Statement

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.

Marketing mix may include:

- distribution
- level of service
- pricing
- promotion
- product or service variables such as:
 - design
 - quality
 - range
 - safety features
 - technical features

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Marketing
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Co-requisite units

Co-requisite units		

Co-requisite units		