



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG609A Develop a marketing plan

Revision Number: 1

BSBMKG609A Develop a marketing plan

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to research, develop and present a marketing plan for 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 individuals working in senior marketing positions who are responsible for formulating a marketing plan by developing specific marketing strategies and tactics in accordance with the organisation's overall marketing objectives.</p> <p>Individuals operating at this level may receive input from people working under their supervision who collect information required to devise specific marketing strategies and tactics.</p> <p>This unit builds on BSBMKG608A Develop organisational marketing objectives, which covers the skills and knowledge required to conduct a strategic analysis to formulate organisational marketing objectives.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

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. Devise marketing strategies	<p>1.1. Evaluate <i>marketing opportunity options</i> that address organisational objectives, and evaluate their risks and returns in the selection process</p> <p>1.2. Develop <i>marketing strategies</i> that address strengths and opportunities within the organisation's projected capabilities and resources</p> <p>1.3. Develop strategies which increase resources or organisational expertise where gaps exist between current capability and marketing objectives</p> <p>1.4. Develop feasible marketing strategies and communicate reasons that justifies their selection</p> <p>1.5. Ensure strategies align with organisation's strategic direction</p> <p>1.6. Develop a <i>marketing performance review strategy</i>, incorporating appropriate marketing metrics to review of organisational performance against marketing objectives</p>
2. Plan marketing tactics	<p>2.1. Detail tactics to implement each marketing strategy in terms of scheduling, costing, accountabilities and persons responsible</p> <p>2.2. Identify coordination and monitoring mechanisms for scheduled activities</p> <p>2.3. Ensure tactics are achievable within organisation's projected capabilities and budget</p> <p>2.4. Ensure tactics meet <i>legal and ethical requirements</i></p> <p>2.5. Ensure tactics provide for ongoing review of performance against objectives and budgets, and allow marketing targets to be adjusted if necessary</p>
3. Prepare and present a marketing plan	<p>3.1. Ensure marketing plan meets organisational, as well as marketing, objectives and incorporates <i>marketing approaches</i> and a strategic <i>marketing mix</i></p> <p>3.2. Ensure marketing plan contains a rationale for objectives and information that supports the choice of strategies and tactics</p> <p>3.3. Present marketing plan for approval in the required format and timeframe</p> <p>3.4. Adjust marketing plan in response to feedback from key stakeholders and disseminate for implementation within the required timeframe</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- leadership skills to gain trust and confidence of colleagues and clients
- literacy skills to identify company and product or service information, to interpret strategic reports, to write in a range of styles for different audiences and to interpret legal requirements, company policies and procedures
- numeracy skills to analyse, create and manage budgets for marketing activities
- organisational and time management skills to sequence tasks and meet time lines
- presentation and facilitation skills to present a marketing plan.

Required knowledge

- organisational structure, products and services, overall strategic and marketing objectives
- 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
- industry products and services knowledge.

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:

- devising, documenting and presenting a marketing plan detailing approaches and the marketing mix to achieve organisational marketing objectives.

Context of and specific resources for assessment

Assessment must ensure:

- access to office equipment and resources
- access to strategic plans and marketing objectives.

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 marketing plans outlining marketing strategies and tactics to be used in achieving organisational marketing objectives
- demonstration of techniques used to develop marketing strategies in conjunction with relevant persons
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of presentation of marketing plan to relevant persons
- oral or written questioning
- 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:

- BSBMKG608A Develop organisational marketing objectives
- 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.

<p><i>Marketing opportunity options</i> may include:</p>	<ul style="list-style-type: none"> • cooperative ventures • exports • extending, expanding or otherwise changing an existing business • franchising • joint ventures • new businesses • new products or services for existing markets • new products or services for new markets • potential for greater penetration of existing markets with existing products or services • strategic alliances • take-overs
<p><i>Marketing strategies</i> may include:</p>	<ul style="list-style-type: none"> • achieving lower costs of production and distribution than competitors • creating a very different product line or service so that the business becomes a class leader in the industry • distribution • pricing, presentation and display of products or services • product design and packaging • product range and mix • promotion and advertising • pursuing cost leadership or product differentiation within a specialist market segment
<p><i>Marketing performance review strategy</i> may include:</p>	<ul style="list-style-type: none"> • comparative analysis • competitive analysis • life cycle models • product portfolio analysis • strengths, weaknesses, opportunities, threats (SWOT) analysis

RANGE STATEMENT	
	<ul style="list-style-type: none"> • value chain analysis
<i>Legal and ethical requirements</i> may include:	<ul style="list-style-type: none"> • codes of practice • cultural expectations and influences • environmental issues • ethical principles • legislation • policies and guidelines • regulations • safety issues • security and privacy issues • social responsibilities • societal expectations
<i>Marketing approaches</i> may include:	<ul style="list-style-type: none"> • differentiated target marketing • direct marketing • direct response marketing • e-business • mass distribution • mass marketing • personal selling • product variety marketing • promotion marketing
<i>Marketing mix</i> may include:	<ul style="list-style-type: none"> • product or service variables such as: <ul style="list-style-type: none"> • technical features • design • quality • range • safety features • pricing • promotion • distribution • level of service

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		