



Australian Government

Department of Education, Employment and Workplace Relations

CUEMAR01C Assist with marketing

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the skills and knowledge required to provide assistance with a range of marketing activities.</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>People working in administrative positions in organisations or businesses apply they skills and knowledge outlined in this unit. They require a general knowledge of marketing and promotional activities, including research, the production of promotional materials and the ways in which individuals are responsible for the promotion of an organisation and its services.</p> <p>This unit has linkages to a range of other units, and combined assessment and or training with those units may be appropriate, e.g.:</p> <ul style="list-style-type: none"> • CUEMAR03C Undertake marketing activities.
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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. Complete marketing related tasks	1.1. Source a range of relevant <i>internal and external marketing information</i> 1.2. Access information and assess for relevance and applicability 1.3. Prepare and distribute <i>promotional materials</i> in accordance with instructions and the needs of particular activities 1.4. Liaise with <i>relevant colleagues</i> in relation to <i>marketing</i> activities within the scope of individual responsibility
2. Promote the organisation	2.1. Present the organisation's identity accurately and confidently to <i>relevant individuals and organisations</i> 2.2. Make appropriate contact with external stakeholders and promote the organisation in the wider community 2.3. Maintain accurate records of contact with those external to the organisation 2.4. Identify appropriate industry events and other networking opportunities and attend as appropriate 2.5. Share knowledge obtained through networking with colleagues to enhance marketing activities

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- basic research skills encompassing identification of sources, questioning and active listening to elicit information, note-taking, sorting and processing information
- written and oral communication skills for conveying information clearly, concisely and coherently
- interpersonal skills particularly in relation to networking with industry colleagues
- literacy skills sufficient to interpret a broad range of marketing information and material

Required knowledge

- sources of marketing-related information appropriate to the industry sector
- general knowledge of the market for different types of products and services in the relevant industry context
- ways in which different types of businesses present and promote products and services, relevant to the industry sector
- formats and features of different types of promotional materials, and ways in which they can be produced
- networking and distribution channels relevant to the industry sector

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	<p>The following evidence is critical to the judgement of competence in this unit:</p> <ul style="list-style-type: none"> • general knowledge of marketing activities in the context of the relevant industry sector • research and communication skills to source and present information effectively.
Context of and specific resources for assessment	<p>The assessment context must provide for:</p> <ul style="list-style-type: none"> • practical demonstration of skills through completion of marketing-related tasks for a specific industry purpose • liaison with others to reflect the interpersonal aspects of this unit.
Method of assessment	<p>Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:</p> <ul style="list-style-type: none"> • evaluation of promotional materials on which the candidate has worked • evaluation of material researched by the candidate in response to a particular need • oral or written questioning to assess general knowledge of marketing as it applies to a specific organisation industry context • review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate. <p>Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).</p>
Guidance information for	Assessment of this unit requires access to:

EVIDENCE GUIDE	
assessment	<ul style="list-style-type: none"> resources required for marketing activities.

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.

<i>Internal and external marketing information</i> may relate to:	<ul style="list-style-type: none"> • competitors • consumer preferences • media options • product/service development
Marketing and <i>promotional material</i> may include:	<ul style="list-style-type: none"> • advertisements • flyers • invitations • media releases • newsletters • posters
<i>Relevant colleagues</i> may include:	<ul style="list-style-type: none"> • clients • head of department • other personnel within the organisation • supervisor • suppliers
<i>Marketing</i> related tasks could be very varied in nature and may include:	<ul style="list-style-type: none"> • document/brochure production • liaison with internal or external stakeholders • organisational tasks • research
<i>Relevant individuals/organisations</i> may include:	<ul style="list-style-type: none"> • clubs and societies • community groups • internal and external stakeholders • significant individuals • the press

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		