



Australian Government

Department of Education, Employment and Workplace Relations

CUEMAR03C Undertake marketing activities

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 coordinate a range of marketing and promotional activities with some limited short term planning. This unit is equivalent to the unit 'SITXMPR004A Co-ordinate marketing activities' in the Tourism, Hospitality and Events Training Package.</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 role may be undertaken by dedicated marketing personnel or by others for whom marketing forms only a part of the job role. Longer term, more strategic planning is covered in the unit SITXMPR005A Develop and manage marketing strategies.</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"> • CUEMAR02C Undertake market research.
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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. Plan and organise marketing and promotional activities	1.1. Plan and schedule activities in accordance with the marketing plan or other organisational systems 1.2. Identify, analyse and incorporate relevant market information into short-term planning 1.3. Develop and implement detailed action plans for promotional activities at the appropriate time to address all operational details
2. Undertake a general public relations role	2.1. Establish and conduct relationships with industry and media colleagues in a manner that enhances the positive image of the organisation 2.2. Use networks to assist in the implementation of promotional activities 2.3. Develop promotional resources in appropriate formats where required, ensuring accessibility for customer colleagues with special needs
3. Review and report on promotional activities	3.1. Prepare reports in accordance with the organisation's marketing policy and required timeframes 3.2. Present market intelligence in a manner which provides clear and concise information to those responsible for sales and marketing planning 3.3. Make informal reports to relevant colleagues to maximise opportunity to meet team targets 3.4. Review all activities in accordance with agreed evaluation methods, and incorporate results into future planning 3.5. Agree to evaluation processes through consultation and negotiation

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- planning and organisational skills in relation to marketing activities
- report writing skills for the development of marketing reports

Required knowledge

- key marketing principles
- in-depth knowledge of organisation's products/services
- industry and market knowledge, including customer trends and preferences, and industry marketing and sales networks, including e-business options
- knowledge of sales and marketing principles and ability to interpret a marketing plan
- general knowledge of a range of promotional activities and accessibility issues that need to be considered, eg layout of materials to assist the visually-impaired
- legal issues that impact on the planning and organisation of marketing activities

Evidence Guide

EVIDENCE GUIDE	
<p>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.</p>	
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"> • coordinating and organising a number of marketing or promotional activities • logical and thorough activity planning, including development of supporting organisational systems • knowledge of marketing principles and their application to practical workplace contexts.
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 the planning and organisation of marketing activities for a specific project/event • interaction with others to reflect the consultative aspects of the unit • assessment conducted over a period of time so that all aspects of the unit can be assessed, eg the planning and conduct of activities.
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 marketing activities planned and conducted by the candidate • evaluation of marketing reports prepared by the candidate, detailing the way in which an activity was planned and conducted • case studies to assess ability to apply methodologies to different situations • oral or written questioning to assess knowledge of marketing principles • 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</p>

EVIDENCE GUIDE	
	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).
Guidance information for assessment	Assessment of this unit requires access to: <ul style="list-style-type: none">resources for the conduct of 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.

Issues to be considered when developing marketing *plans* may include:

- administrative and procedural requirements
- availability of promotional materials
- budget availability
- contracting of other services
- equipment requirements
- maximising access for those with special needs
- objectives and nature of the activity
- possible cooperative approaches
- potential e-business opportunities
- public relations implications
- staffing requirements
- strategies to ensure maximum benefit
- travel arrangements

Promotional activities may include:

- advertising
- display and signage initiatives
- familiarisations
- industry and public relations activities
- limited product development
- market research

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		