



Australian Government

Department of Education, Employment and Workplace Relations

CUEMAR03B Undertake marketing activities

Release: 1

CUEMAR03B Undertake marketing activities

Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to co-ordinate a range of marketing and promotional activities with some limited short term planning. 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 THHGLE12B - Develop and manage marketing strategies. This unit equates to the unit THHGCS07B - Co-ordinate marketing activities in the Tourism and Hospitality Training Packages.

This unit describes the skills and knowledge required to co-ordinate a range of marketing and promotional activities with some limited short term planning. 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 THHGLE12B - Develop and manage marketing strategies. This unit equates to the unit THHGCS07B - Co-ordinate marketing activities in the Tourism and Hospitality Training Packages

Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

| Element | Performance Criteria |
|--|---|
| 1 Plan and organise marketing and promotional activities | <ul style="list-style-type: none">1.1 Plan and schedule activities in accordance with the marketing plan or other organisational systems1.2 Identify, analyse and incorporate relevant market information into short term planning1.3 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 | <ul style="list-style-type: none">2.1 Establish and conduct relationships with industry and media colleagues in a manner that enhances the positive image of the organisation2.2 Use networks to assist in the implementation of promotional activities2.3 Develop promotional resources in appropriate formats where required, ensuring accessibility for customer colleagues with special needs |
| 3 Review and report on promotional activities | <ul style="list-style-type: none">3.1 Prepare reports in accordance with the organisation's marketing policy and required timeframes3.2 Present market intelligence in a manner which provides clear and concise information to those responsible for sales and marketing planning3.3 Make informal reports to relevant colleagues to maximise opportunity to meet team targets3.4 Review all activities in accordance with agreed evaluation methods, and incorporate results into future planning3.5 Agree to evaluation processes through consultation and negotiation |

Required Skills and Knowledge

Not applicable.

Evidence Guide

Underpinning skills and knowledge

Assessment must include evidence of the following knowledge and skills:

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, e.g. layout of materials to assist the visually-impaired

legal issues that impact on the planning and organisation of marketing activities

planning and organisational skills in relation to marketing activities

report writing skills for the development of marketing reports.

Linkages to other units

This unit has linkages to a range of other units and combined assessment and or training with those units may be appropriate, for example:

CUEMAR02B - Undertake market research.

Critical aspects of evidence

The following evidence is critical to the judgement of competence in this unit:

co-ordinating 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.

Method and context of assessment

The assessment context must provide for:

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, e.g. the planning and conduct of activities.

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

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.

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).

Resource requirements

Assessment of this unit requires access to:

resources for the conduct of marketing activities.

Key competencies in this unit

Key competencies are built in to all workplace competencies. The following table describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform

Level 2 = Administer and Manage

Level 3 = Design and Evaluate

Collecting, analysing and organising ideas and information (3)

Assessing the nature of the target audience for a particular activity.

Communicating ideas and information (2)

Creating a briefing document for colleagues on a specific marketing activity.

Planning and organising activities (2)

Organising a promotional event.

Working with others and in teams (2)

Liaising with co-operative partners.

Solving problems (2)

Developing a solution to address a situation where poor planning has created scheduling problems.

Using mathematical ideas and techniques (1)

Calculating costs of a particular activity.

Using technology (1)

Using Excel to produce sales results charts for a presentation.

Underpinning skills and knowledge

Assessment must include evidence of the following knowledge and skills:

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, e.g. layout of materials to assist the visually-impaired

legal issues that impact on the planning and organisation of marketing activities

planning and organisational skills in relation to marketing activities

report writing skills for the development of marketing reports.

Linkages to other units

This unit has linkages to a range of other units and combined assessment and or training with those units may be appropriate, for example:

CUEMAR02B - Undertake market research.

Critical aspects of evidence

The following evidence is critical to the judgement of competence in this unit:

co-ordinating 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.

Method and context of assessment

The assessment context must provide for:

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, e.g. the planning and conduct of activities.

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:
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.

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).

Resource requirements

Assessment of this unit requires access to:
resources for the conduct of marketing activities.

Key competencies in this unit

Key competencies are built in to all workplace competencies. The following table describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform

Level 2 = Administer and Manage

Level 3 = Design and Evaluate

Collecting, analysing and organising ideas and information (3)

Assessing the nature of the target audience for a particular activity.

Communicating ideas and information (2)

Creating a briefing document for colleagues on a specific marketing activity.

Planning and organising activities (2)

Organising a promotional event.

Working with others and in teams (2)

Liaising with co-operative partners.

Solving problems (2)

Developing a solution to address a situation where poor planning has created scheduling problems.

Using mathematical ideas and techniques (1)

Calculating costs of a particular activity.

Using technology (1)

Using Excel to produce sales results charts for a presentation.

Range Statement

The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Marketing and promotional activities may include:

promotional events
display and signage initiatives
market research
advertising
industry and public relations activities
familiarisations
Web-based activities
limited product development.

Issues to be considered when creating detailed plans for marketing activities may include:

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

The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Marketing and promotional activities may include:

promotional events
display and signage initiatives
market research
advertising
industry and public relations activities
familiarisations
Web-based activities
limited product development.

Issues to be considered when creating detailed plans for marketing activities may include:

objectives and nature of the activity
budget availability
public relations implications
staffing requirements
availability of promotional materials
equipment requirements
contracting of other services

travel arrangements
strategies to ensure maximum benefit
possible co-operative approaches
administrative and procedural requirements
potential e-business opportunities
maximising access for those with special needs.

Unit Sector(s)

Not applicable.