



**Australian Government**

# **Assessment Requirements for SIRXMKT003 Manage promotional activities**

**Release: 1**

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## Modification History

Not applicable.

## Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- access a promotions brief and develop promotion objectives for one of the following promotional activities:
  - launch of new product or service
  - promotion of seasonal event
  - promotion of sales event
- coordinate and monitor the above promotional activity across one promotional period
- review activities against objectives by:
  - assessing impact on sales
  - reporting on promotion activity outcomes and impacts.

## Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- organisational policies and procedures for promotional activities
- commercial law and legislation relevant to promotional activities
- organisational promotional guidelines
- promotional briefs and their role in marketing activities
- techniques for managing and coordinating promotional activities
- internal and external factors that impact on success of promotional activities including:
  - economic
  - social
  - technological
  - environmental
  - competition
- strategies for improving success of retail promotions
- promotional planning processes:
  - setting objectives
  - allocation of responsibilities
  - resources

- documentation
- monitoring systems
- methods for measuring the success of promotional activities.

## Assessment Conditions

Skills must be demonstrated in:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- promotional activities
- relevant documentation:
  - sales results for the specified promotional period
  - promotional brief
  - organisational policies and procedures for promotional activities
  - organisational promotional guidelines
  - relevant commercial law and legislation regarding promotional activities.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>