



**Australian Government**

# **SIRXMKT003 Manage promotional activities**

**Release: 1**

## SIRXMKT003 Manage promotional activities

### Modification History

Not applicable.

### Application

This unit describes the performance outcomes, skills and knowledge required to implement, manage and monitor promotional activities and determine effectiveness of promotional activities.

It applies to individuals working in promotions management roles in a diverse range of industry sectors and business contexts. They operate independently with some responsibility for others and decision making, and within established organisational policies and procedures.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

### Pre-requisite Unit

Nil

### Competency Field

Marketing

### Unit Sector

Cross-Sector

### Elements and Performance Criteria

#### ELEMENTS

Elements describe the essential outcomes.

1. Implement promotional activity.

#### PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Obtain and review promotional brief from relevant personnel and seek clarification as required.
- 1.2. Identify internal and external factors that may impact on success of promotional activities and take opportunities to limit or enhance impact.
- 1.3. Develop promotional objectives in consultation with relevant personnel.
- 1.4. Review organisational promotional guidelines and arrange required resources.

- 1.5. Review competitor promotional activity as required.
- 1.6. Share details of the promotion with team members, and assign relevant tasks and responsibilities.
2. Monitor promotional activity.
  - 2.1. Conduct checks to verify promotional guidelines are being followed.
  - 2.2. Check promotional items for correct display of information, pricing and labelling as required.
  - 2.3. Consult with team members and customers to gain feedback on promotional activity and communicate findings to relevant personnel.
3. Review promotional activity.
  - 3.1. Access and assess sales results for the promotional period.
  - 3.2. Report on promotional activity results and document impact of the promotional activity on sales results.

## Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

### SKILLS

### DESCRIPTION

Writing skills to:

- document promotional activity findings and results.

## Unit Mapping Information

No equivalent unit.

## Links

Companion Volume implementation guides are found in VETNet -

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