



**Australian Government**

# **SIRXMKT005 Develop a marketing strategy**

**Release: 1**

## SIRXMKT005 Develop a marketing strategy

### Modification History

Not applicable.

### Application

This unit describes the performance outcomes, skills and knowledge required to analyse the operating environment and use results to develop, implement and review a marketing strategy.

This unit applies to senior personnel working in a diverse range of sectors and business contexts. They operate independently and are responsible for making a range of operational business decisions and strategic planning.

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. Analyse internal environment.
2. Analyse the external environment.

#### PERFORMANCE CRITERIA

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

- 1.1.Review existing organisational marketing strategy and current organisational direction and objectives.
- 1.2.Identify and analyse information on current and past marketing strategies and their outcomes.
- 1.3.Consult with stakeholders on current and future marketing direction of the organisation and seek their input.
- 2.1.Research current marketing trends and determine trends relevant to organisational objectives and strategic marketing direction.
- 2.2.Identify and analyse information on expected market growth or

- decline, and associated risk factors.
- 2.3. Identify and analyse legal, ethical and sustainability requirements and potential business impacts.
3. Develop marketing strategy and plan.
- 3.1. Identify and analyse marketing opportunities based on internal and external analysis.
- 3.2. Develop marketing strategies that are consistent with direction and objectives of the organisation.
- 3.3. Develop strategies in consultation with key stakeholders, integrating legal, ethical and sustainability considerations.
- 3.4. Develop and document a marketing plan outlining priorities, responsibilities, performance indicators, timelines and budgets.
- 3.5. Communicate marketing strategy and plans to relevant personnel and seek required approval.
4. Implement marketing plan.
- 4.1. Implement and monitor marketing activities according to marketing plan.
- 4.2. Produce marketing reports according to organisational policy.
- 4.3. Share information on marketing activities with relevant personnel to maintain awareness of current organisational focus.
5. Review marketing plan.
- 5.1. Evaluate marketing activities against performance indicators to determine effectiveness of strategy and plan.
- 5.2. Make adjustments to marketing strategy and plan based on findings.
- 5.3. Communicate and implement agreed changes.

## 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
Reading skills to:	<ul style="list-style-type: none"> <li>research complex and potentially unfamiliar business and marketing information.</li> </ul>
Writing skills to:	<ul style="list-style-type: none"> <li>prepare marketing plans and reporting.</li> </ul>
Initiative and enterprise skills to:	<ul style="list-style-type: none"> <li>set strategies that best that achieve desired outcomes within a given market context and timeframe.</li> </ul>
Teamwork skills to:	<ul style="list-style-type: none"> <li>foster cooperation between individuals and teams.</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>coordinate complex planning and implementation processes.</li> </ul>

skills to:

## **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>