



Australian Government

Department of Education, Employment and Workplace Relations

SIRXMPR006A Manage promotional activities

Revision Number: 2

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
Second Release	Editorial updates

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to establish and manage promotional activities for a business, working with a business customer that will in turn service end consumers.

Application of the Unit

This unit applies to personnel who are responsible for management of promotional activities to agreed targets across a specified geographic, market, product or service. This includes setting planning and review benchmarks and establishing mechanisms to collect, analyse and report promotional program data to relevant personnel.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element

Performance Criteria

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.

1. Manage promotional program objectives and content.

1.1. Manage *promotional programs* to achieve consistent *business outcomes*.

1.2. Ensure promotional programs support price strategies.

1.3. Resolve timing *conflicts and problems* across promotional programs and advertising campaigns.

2. Coordinate promotional activities.

2.1. Achieve input from *relevant personnel* in preparation of promotional program.

2.2. Correctly establish required promotional program *outcomes*.

2.3. Establish processes for collecting and reporting *information* on promotional programs cooperatively with relevant personnel and *customers*.

3. Monitor promotional programs.

3.1. Configure specific business *systems* to record promotional program outcomes.

3.2. Systematically analyse and compare information on progress of promotional programs.

3.3. Configure business systems to record and report promotional program data to agreed level of detail and format.

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills

- Planning and management skills to:
 - manages, coordinates and monitors promotional activities
 - resolves timing conflicts
 - sets promotional plan review mechanisms
 - adheres to and achieves planned outcomes
 - establishes accurate reporting and recording systems
 - sets outcomes and targets covering:
 - sales and service standards
 - volume
 - revenue and profit
 - promotional budget (promotional costs and expenditure)
 - customer satisfaction
 - distribution arrangements
 - market mix
- interpersonal skills to:
 - achieve input from relevant personnel through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- literacy skills to:
 - research, analyse and interpret a broad range of written material
 - prepare reports
 - documenting results
- numeracy skills to:
 - interpret and maintain data
 - estimate volume
 - calculate costs and pricing arrangements

Required knowledge

- processes for collecting and reporting information
- planned targets in:
 - strategy
 - business
 - sales
 - marketing or merchandise

- business technology and systems management using for marketing activities
- use and maintenance of electronic equipment
- planning and organising
- relevant commercial law and legislation in regarding to marketing and promotion

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- consistently manages promotional plans to agreed targets over time across a specified geographic, market, product or service
- sets promotional planning and review benchmarks
- establishes procedures and mechanisms to collect, analyse and report promotional program data
- coordinates promotional activities to achieve agreed targets.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - business policy and procedures manuals
 - sales and service delivery targets and plans
 - records of sales
 - legislation and statutory requirements
 - industry codes of practice
- a market.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of the candidate in the workplace
- third-party reports from a supervisor
- customer feedback
- a detailed case study
- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

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 in the performance criteria is detailed below.

Promotional programs may vary to accommodate territory variations in:

- demographics
- economics
- competition
- social and cultural factors
- political influences
- legal factors
- natural factors
- technology.

Business outcomes must include:

- sales revenue
- price
- trade expenditure
- distribution
- promotion frequency
- category or market share
- account profit
- brand recognition.

Promotional ***conflicts and problems*** may relate to:

- timing of promotion
- promotion type (event, seasonal, new lines, new store)
- supplying volume requirements
- business customer planning times and cycles.

Relevant personnel may include:

- managers
- staff
- members of own or other work teams.

Details of required ***outcomes*** must include:

- sales and service standards
- volume
- revenue and profit
- promotional budget (promotional costs and expenditure)
- customer satisfaction
- distribution arrangements
- marketing mix
- market share.

Sources of information may

- contacts with others inside or outside the business

include:

- customers
- staff
- financial and inventory reports
- statistics
- observation
- market research.

Customers may include:

- new or repeat contacts
- external and internal contacts
- business customers or individuals
- customers with routine or special requests
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.

Systems to record and report promotional program data may include:

- contact history
- purchase requests and orders
- tender submissions and proposals
- invoices and payment requests
- statements and petty cash vouchers
- offer and contract documents
- evaluation process documentation
- records of supplier performance
- financial statements.

Unit Sector(s)

Cross-Sector

Competency field

Marketing and Public Relations