



Australian Government

**Assessment Requirements for
SITXMPR004 Coordinate marketing
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:

- plan and coordinate at least two different marketing activities for an operation, product or service
- use industry networks, information sources, and distribution and marketing networks when planning and coordinating the above activities
- reflect types of marketing activities used in the relevant industry sector and major industry promotional events in the above activities
- apply marketing principles to each marketing activity
- evaluate and report on each of the above marketing activities against the following criteria:
 - consistency with overall marketing direction
 - exposure that was achieved
 - matching attendees to target market
 - cost-effectiveness of financial and human resources
 - completion within established timeframe.

Knowledge Evidence

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

- content and structure of marketing plans
- key marketing principles:
 - marketing management process
 - the four Ps: product, place, price and promotion
 - SWOT analysis: strengths, weaknesses, opportunities and threats
- industry structure and interrelationships, industry networks and information sources
- industry and market knowledge appropriate to the sector and organisation:
 - distribution and marketing networks, especially those that support the product or service being promoted
 - e-business marketing options and major promotional events
 - commission structures
 - current customer and market trends and preferences

- features, benefits and practical application of marketing activities commonly used in the service industries:
 - advertising
 - familiarisations
 - in-house promotions
 - public relations
 - social media
 - trade and consumer shows
 - signage and display
- information inputs into the planning process:
 - competitive activity
 - financial statistics
 - marketing reports
 - marketplace trends
 - sales reports
- considerations in evaluating the suitability of marketing activities:
 - consistency with overall marketing direction
 - exposure to be achieved
 - matching of attendees to target markets
 - resource considerations:
 - financial
 - human
 - timing of activity or event
- operational details relevant to the coordination of marketing activities:
 - administrative and procedural requirements
 - availability of promotional materials
 - available technology
 - contracting of other services
 - equipment requirements
 - need for external assistance
 - potential for cooperative approaches
 - public relations implications
 - staffing requirements and briefings
 - strategies to ensure maximum benefits
 - travel arrangements
- legal issues that impact on the marketing of products and services
- ethical considerations for marketing activities:
 - appropriate use of images and text
 - protection of children
 - targeting of particular groups in the community

- sustainability considerations for marketing activities:
 - reducing waste of printed materials
 - sustainability as a marketing tool.

Assessment Conditions

Skills must be demonstrated in an operational business environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- products or services for which the individual can conduct marketing activities
- current information and communications technology used by industry for marketing activities
- marketing plans, operational marketing documents, action plans and marketing reports.

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=68c40a93-e51d-4e0f-bc06-899dff092694>