



**Australian Government**

**Assessment Requirements for  
SITXMPR005 Participate in cooperative  
online marketing initiatives**

**Release: 1**

# Assessment Requirements for SITXMPR005 Participate in cooperative online marketing initiatives

## 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:

- review and report on potential cooperative online marketing initiatives or sites for at least three different products or services according to business context
- develop a marketing proposal for at least one cooperative marketing site from the above, including relevance to the business, potential benefits, and technical and financial resource requirements
- create content for the above cooperative marketing site, including use of text and images
- upload content to cooperative marketing site according to technical procedures and to meet site content guidelines
- develop a schedule for updating text and images in the above content.

## Knowledge Evidence

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

- online cooperative marketing opportunities available to the tourism industry in Australia
- current national, state and regional frameworks for online cooperative marketing initiatives for particular industry sectors
- business requirements to undertake online cooperative marketing:
  - available technology
  - budget
  - intended audience and market
  - marketing goals and strategies
  - time resources
  - training requirements
  - types of product and service offered
- content requirements for online sites:
  - conformity with style guides
  - links to other sites and emails
  - number and size of digital images or multimedia
  - number of words
  - order of information

- pricing by room or package
- proximity to data and geocoding
- protocols for uploading content:
  - allocating responsibility for updating of content
  - monitoring pricing and timing of the release of special offers
  - monitoring system-generated emails
  - timetable for updating words and images
- guidelines and requirements for format and style of typical online copy
- techniques for capturing, saving, storing, manipulating and uploading digital images to cooperative sites.

## Assessment Conditions

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

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- current information and communications technology
- content suitable for online use:
  - text
  - images
  - multimedia
- different style guides and online technical specifications.

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>