



**Australian Government**

# **SITXMPR005 Participate in cooperative online marketing initiatives**

**Release: 1**

# SITXMPR005 Participate in cooperative online marketing initiatives

## Modification History

Not applicable.

## Application

This unit describes the performance outcomes, skills and knowledge required to evaluate online cooperative tourism marketing initiatives, provide appropriate website content, and update this content using remote authoring skills. It requires a general knowledge of online marketing initiatives in the tourism industry and the basic technical skills that allow business operators to participate effectively in these initiatives.

The unit applies to all industry sectors. Individuals working independently with limited guidance from others undertake this role. This could include sales and marketing personnel, managers, and owner-operators of small businesses.

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

## Pre-requisite Unit

Nil

## Competency Field

Marketing and Public Relations

## Unit Sector

Cross-Sector

## Elements and Performance Criteria

### ELEMENTS

Elements describe the essential outcomes.

1. Evaluate online cooperative marketing initiatives.

### PERFORMANCE CRITERIA

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

- 1.1. Source and evaluate information about current online cooperative marketing initiatives and sites for potential value to the business.
- 1.2. Select initiatives that respond to business requirements.
- 1.3. Evaluate additional skills, equipment or other resources required to participate.

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|--|--|
| 2. Provide online content in appropriate format and style. | 2.1. Review content requirements set down by administrator of cooperative initiative.<br>2.2. Develop content suited to an online environment and administrator requirements.<br>2.3. Identify, organise and prepare appropriate images for inclusion.<br>2.4. Upload content according to guidelines and protocols. |
| 3. Use remote authoring to update content.                 | 3.1. Develop protocols for regular and timely updating of content in cooperative sites.<br>3.2. Update content using remote authoring techniques according to requirements of cooperative site.<br>3.3. Evaluate content and outcomes of participation, and identify and address issues arising.                     |

## 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 information from varied and unfamiliar sources about online marketing initiatives</li> <li>• read and interpret technical requirements of the initiative.</li> </ul> |
| Numeracy skills to:                | <ul style="list-style-type: none"> <li>• work with numerical features of digital technologies.</li> </ul>  |
| Problem-solving skills to:         | <ul style="list-style-type: none"> <li>• identify and respond to technical issues with online content.</li> </ul>  |
| Planning and organising skills to: | <ul style="list-style-type: none"> <li>• coordinate the different requirements for participating in a cooperative initiative.</li> </ul>   |
| Technology skills to:              | <ul style="list-style-type: none"> <li>• manipulate digital images.</li> </ul>   |

## Unit Mapping Information

SITXMPR405 Participate in cooperative online marketing initiatives

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

