



**Australian Government**

# **SITXMPR405 Participate in cooperative online marketing initiatives**

**Release 1**

## SITXMPR405 Participate in cooperative online marketing initiatives

### Modification History

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

Version	Comments
1.0	E Replaces and is equivalent to SITXMPR006A Participate in cooperative online marketing initiatives for the tourism industry. Minor adjustments to expression of content to streamline and improve unit.

### Unit Descriptor

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.

### Application of the Unit

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

### Licensing/Regulatory Information

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

### Pre-Requisites

Not applicable.

### Employability Skills Information

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

### Elements and 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. Evaluate online cooperative marketing initiatives.      | <p>1.1 Source and evaluate information about current online <b><i>cooperative marketing initiatives</i></b> and sites for potential value to the business.</p> <p>1.2 Select initiatives that respond to the <b><i>business context</i></b>.</p> <p>1.3 Evaluate additional skills, equipment or other resources required to participate.</p>     |
| 2. Provide online content in appropriate format and style. | <p>2.1 Review <b><i>content requirements</i></b> set down by administrator of cooperative initiative.</p> <p>2.2 Develop content suited to an online environment and administrator requirements.</p> <p>2.3 Identify, organise and prepare appropriate images for inclusion.</p> <p>2.4 Upload content according to guidelines and protocols.</p> |
| 3. Use remote authoring to update content.                 | <p>3.1 Develop <b><i>protocols</i></b> for regular and timely updating of content in cooperative sites.</p> <p>3.2 Update content using remote authoring techniques according to requirements of cooperative site.</p> <p>3.3 Evaluate content and outcomes of participation and identify and address issues arising.</p>                         |

## Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

### Required skills

- critical thinking skills to evaluate the potential and outcomes of online marketing initiatives
- literacy skills to:
  - research information from varied and unfamiliar sources about online marketing initiatives
  - read and interpret technical requirements of the initiative
  - write online promotional content for the product or service
- numeracy skills to work with numerical features of digital technologies
- planning and organising skills to coordinate the different requirements for participation in a cooperative initiative
- problem-solving skills to identify and respond to technical issues with online content
- technology skills to:
  - upload content and use remote authoring processes and techniques
  - manipulate digital images.

### Required knowledge

- 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
- guidelines and requirements for format and style of typical online copy
- techniques for capturing, manipulating and uploading digital images to cooperative sites, including saving and storing images.

## Evidence Guide

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

### Overview of assessment

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

Evidence of the ability to:

- evaluate potential of cooperative online marketing initiatives for a range of products and services
- use technical skills to create, upload and update content, including words and images
- demonstrate knowledge of current developments and initiatives in online cooperative marketing in the Australian tourism industry.

#### Context of and specific resources for assessment

Assessment must ensure use of:

- real or simulated products and services for which content can be developed
- current information and communications technology.

#### Method of assessment

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

- evaluation of online content developed by the individual
- evaluation of reports prepared by the individual to compare different online cooperative marketing initiatives
- written or oral questioning to assess knowledge of potential online cooperative marketing initiatives for tourism operators within Australia
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

#### Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role.

## 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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

***Cooperative marketing initiatives*** may be established and run by:

- tourism organisations:
  - local
  - regional
  - state or territory
  - national

***Sites*** may relate to:

- private organisations.
- bookings and reservations
- destination-based sites
- information only
- product-based sites, e.g. bed and breakfasts
- referral services.

***Business context*** may include:

- available technology
- budget
- intended audience and market
- marketing goals and strategies
- time resources
- training requirements
- types of product and service offered.

***Content requirements*** for cooperative sites may include:

- 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*** may include:

- allocation of responsibility for updating of content
- monitoring pricing and the timing of the release of special offers
- monitoring system-generated emails
- timetable for updating words and images.

## **Unit Sector(s)**

Cross-Sector

## **Competency Field**

Marketing and Public Relations