



Australian Government

AHCBUS513 Market products and services

Release: 1

AHCBUS513 Market products and services

Modification History

| Release | Comments |
|-----------|--|
| Release 1 | This version released with AHC Agriculture, Horticulture, Conservation and Land Management Training Package Version 4.0. |

Application

This unit of competency describes the skills and knowledge required to market products and services, including analysing data, investigating alternative marketing strategies for a product or service, developing marketing plans and implementing a marketing strategy for an organisation.

This unit applies to those who market products and services, and who take personal responsibility and exercise autonomy in undertaking complex work. They analyse information and exercise judgement to complete a range of advanced skilled activities.

All work must be carried out to comply with organisational requirements, work health and safety legislation and codes, sustainability practices and in consultation with the management team.

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

Pre-requisite Unit

Nil

Unit Sector

Business (BUS)

Elements and Performance Criteria

| Elements | Performance Criteria |
|--|---|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1. Analyse market information | 1.1 Identify, research and analyse existing or new markets for existing or new products or services, using techniques to ensure reliable data 1.2 Analyse past trends and developments to determine market |

| Elements | Performance Criteria |
|---|---|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| | variability and associated risks 1.3 Identify and evaluate competing products and determine strengths and weaknesses of own products 1.4 Monitor market environment to ensure information is current and reliable 1.5 Identify the legal, ethical and environmental constraints of the markets and their effect on the enterprise 1.6 Identify product specifications that suit market requirements and price advantage at the time 1.7 Present clear and concise information to the enterprise management team |
| 2. Identify and evaluate factors to include in a marketing plan | 2.1 Identify and evaluate production processes to ensure required product specifications are met 2.2 Identify and assess alternative selling strategies and techniques to identify marketing targets and methods 2.3 Identify and assess distribution channels and their role in marketing strategies 2.4 Incorporate suitable advice of marketing professionals in marketing plan |
| 3. Develop a marketing plan for products and services | 3.1 Establish marketing objectives based on current and potential product specifications 3.2 Establish appropriate production processes to ensure product specifications are met 3.3 Select selling strategies to ensure required prices are achieved 3.4 Determine appropriate distribution channel options to ensure access to target markets is achieved efficiently and appropriately 3.5 Establish time-frames for production, distribution and selling activities 3.6 Develop a gross margin budget to demonstrate the cost effectiveness of the marketing plan 3.7 Develop partial gross margin budgets to accommodate market variability 3.8 Compile and document the marketing plan |
| 4. Determine | 4.1 Prepare and record detailed plans for promotional activities |

| Elements | Performance Criteria |
|--|--|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| promotional strategies | <p>4.2 Outline objectives, level of exposure and available markets</p> <p>4.3 Ensure strategies take account of time management and scheduling issues, and resource constraints</p> <p>4.4 Create promotional materials that enhance the product and commercial presentation</p> <p>4.5 Record and communicate priorities, responsibilities, timelines and budgets for promotional activities</p> |
| 5. Implement marketing activities | <p>5.1 Schedule planned marketing activities within appropriate timeframes</p> <p>5.2 Develop measurable performance targets that meet business plan objectives</p> <p>5.3 Organise distribution channels and ensure product and service information is accurate and readily available to clients</p> <p>5.4 Implement marketing activities within budgetary constraints to meet legal, ethical and enterprise requirements</p> |
| 6. Evaluate marketing performance | <p>6.1 Review the established marketing objectives to ensure they remain viable</p> <p>6.2 Make an objective assessment of the marketing plan and its implementation by comparing current activity against the established objectives</p> <p>6.3 Assess product, pricing and distribution policies in relation to market changes, marketing objectives and enterprise requirements</p> <p>6.4 Identify areas of positive marketing performance and take corrective action to remedy poor marketing performance</p> <p>6.5 Document and distribute information for continual analysis and effective planning management</p> |

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

| Skill | Description |
|--------------|--------------------|
|--------------|--------------------|

| Skill | Description |
|-------------------|--|
| Numeracy | <ul style="list-style-type: none"> Analyse past financial trends and forecast future trends |
| Get the work done | <ul style="list-style-type: none"> Problem solve issues as they arise |

Unit Mapping Information

| Code and title current version | Code and title previous version | Comments | Equivalence status |
|---|---|--|--------------------|
| AHCBUS513 Market products and services | AHCBUS502 Market products and services | Performance criteria clarified Foundation skills added Assessment requirements updated | Equivalent unit |

Links

Companion Volumes, including Implementation Guides, are available at VETNet: - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>