



**Australian Government**

# **BSBMKG413 Promote products and services**

**Release: 1**

## BSBMKG413 Promote products and services

### Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

### Application

This unit describes the skills and knowledge required to coordinate and review the promotion of an organisation's products and services.

It applies to individuals with a broad knowledge of the promotion of products and services specific to an organisation. They may have responsibility to provide guidance or to delegate aspects of these tasks to others.

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

### Unit Sector

Business Development – Marketing

### Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Plan promotional activities	<p>1.1 Identify and assess promotional activities to ensure compatibility with organisational requirements</p> <p>1.2 Plan and schedule promotional activities according to the marketing needs of the organisation</p> <p>1.3 Determine overall promotional objectives in consultation with designated individuals and groups</p> <p>1.4 Ensure that timelines and costs for promotion of activities are realistic and consistent with budget resources</p> <p>1.5 Develop action plans to provide details of products and services being promoted</p>

ELEMENT	PERFORMANCE CRITERIA
2. Coordinate promotional activities	<p>2.1 Ensure personnel and resources to support promotional activities are identified and prepared to facilitate the achievement of promotional goals</p> <p>2.2 Identify and agree roles and responsibilities for delivery of promotional services and allocate to relevant personnel</p> <p>2.3 Establish and conduct relationships with targeted groups in a manner which enhances the positive image of the organisation</p> <p>2.4 Use networks to assist in the implementation of promotional activities</p>
3. Review and report on promotional activities	<p>3.1 Analyse audience feedback and data to determine the impact of the promotional activity on the delivery of products and services</p> <p>3.2 Assess effectiveness of planning processes to identify possible improvements in future activities</p> <p>3.3 Collect feedback and provide to personnel and agencies involved in promotional activity</p> <p>3.4 Analyse costs and time lines to evaluate the benefits accruing from the promotional activities</p> <p>3.5 Prepare conclusions and recommendations from verifiable evidence and provide constructive advice on future directions of promotional activities</p>

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

Skill	Performance Criteria	Description
Reading	1.1, 3.1	<ul style="list-style-type: none"> <li>Interprets, analyses and collates textual information relevant to promotional activities from a range of sources</li> </ul>
Writing	1.2, 1.5, 2.3, 3.1, 3.3, 3.5	<ul style="list-style-type: none"> <li>Uses clear and specific language to develop formal and informal documents for different audiences in accordance with organisational requirements</li> </ul>
Oral Communication	1.3, 2.3, 3.3, 3.5	<ul style="list-style-type: none"> <li>Actively participates in verbal exchanges of ideas and elicits the views and opinions of others by listening and questioning</li> <li>Uses clear and specific language to clarify, explain and</li> </ul>

		present information relating to the promotional activity
Numeracy	1.4, 1.5, 3.1, 3.3, 3.4, 3.5	<ul style="list-style-type: none"> <li>Classifies, analyses and compares numeric information, including costs and timelines, relevant to the promotional activity</li> </ul>
Navigate the world of work	1.1	<ul style="list-style-type: none"> <li>Adheres to legislative requirements and organisational policies and procedures</li> </ul>
Interact with others	1.3, 2.3, 2.4, 3.3, 3.5	<ul style="list-style-type: none"> <li>Selects and uses appropriate conventions and protocols with a range of stakeholders to project a professional image while seeking or sharing information</li> <li>Recognises the importance of building rapport to establish and maintain positive working relationships</li> </ul>
Get the work done	1.2, 1.2, 1.4, 1.5, 2.1, 2.2, 2.3, 3.1, 3.2, 3.3, 3.4, 3.5	<ul style="list-style-type: none"> <li>Sequences and schedules complex activities, monitors implementation and manages relevant communication</li> <li>Uses systematic, analytical processes in complex, non-routine situations, gathering relevant information and identifying and evaluating options against agreed requirements</li> <li>Evaluates effectiveness of decisions in terms of how well they meet stated goals</li> <li>Uses a range of digital tools to access data, and to extract, organise, integrate and share relevant information</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG413 Promote products and services	BSBMKG413A Promote products and services	Updated to meet Standards for Training Packages	Equivalent unit

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>