



**Australian Government**

# **BSBMKG433 Undertake marketing activities**

**Release: 1**

## BSBMKG433 Undertake marketing activities

### Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

### Application

This unit describes the skills and knowledge required to prepare, coordinate and review basic marketing activities. It is a foundation unit covering general and basic marketing activities that do not require detailed or complex planning or implementation.

The unit applies to individuals working in a variety of occupational roles who have responsibility for a range of tasks involving marketing, analysis and planning. It could be undertaken as part of a broader role of a person in a small enterprise, or as part of a marketing plan for a larger enterprise.

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

### Unit Sector

Technical Skills – 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. Prepare to undertake marketing activity	1.1 Identify task requirements according to organisation's marketing plan and relevant policies and procedures 1.2 Review marketing activities according to industry trends and competitive activity 1.3 Develop and document action plan for marketing activities according to task requirements 1.4 Seek approval of action plans from relevant personnel
2. Co-ordinate marketing activities	2.1 Identify and access resources required for marketing activities according to action plan 2.2 Contribute to assigning responsibilities and functions to

ELEMENT	PERFORMANCE CRITERIA
	relevant marketing personnel 2.3 Assist required personnel in managing marketing activities 2.4 Monitor implementation of marketing activities according to activity plan, as required
3. Review marketing activities	3.1 Measure and record outcomes of marketing activities against marketing plan 3.2 Review results of activities against expected marketing plan outcomes 3.3 Prepare report of marketing activities and share with relevant personnel

## Foundation Skills

*This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.*

Skill	Description
Reading	<ul style="list-style-type: none"> <li>Interprets textual information obtained from a range of sources and determines how content may be applied to organisational requirements</li> </ul>
Writing	<ul style="list-style-type: none"> <li>Integrates information from a number of sources to develop material that supports purposes and format of documentation, using suitable grammatical structure and clear, logical language</li> </ul>
Oral Communication	<ul style="list-style-type: none"> <li>Participates in a variety of spoken exchanges using suitable language and non-verbal features</li> </ul>
Numeracy	<ul style="list-style-type: none"> <li>Collates and analyses numeric information relating to costs, timeframes and other activities</li> </ul>
Self-management	<ul style="list-style-type: none"> <li>Adheres to organisational policies and procedures and considers own role in terms of its contribution to broader goals of work environment</li> <li>Takes responsibility for outcomes of routine decisions related directly to own role</li> </ul>
Problem solving	<ul style="list-style-type: none"> <li>Recognises and takes responsibility for addressing predictable and some less predictable problems in familiar work contexts</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>Develops plans to manage tasks with an awareness of how they may contribute to longer term operational and strategic goals</li> </ul>
Technology	<ul style="list-style-type: none"> <li>Identifies functions and key features of common digital systems and tools and operates them effectively to complete routine tasks</li> </ul>

## Unit Mapping Information

Supersedes and is equivalent to BSBMKG414 Undertake marketing activities.

## Links

Companion Volume Implementation Guide is found on VETNet -

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