



Australian Government

BSBMKG515 Conduct a marketing audit

Release: 1

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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 prepare and manage a marketing audit, with reference to an organisation's marketing plan.

It applies to individuals who are required to develop a comprehensive description of the organisation's marketing operations as part of the marketing, planning and management auditing process.

The outcomes of marketing audits are generally used to inform an organisation's marketing plan.

In this role, individuals must possess a sound theoretical knowledge of advertising management and demonstrate a range of managerial skills. Typically, they have responsibility for work of other staff.

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>

ELEMENT	PERFORMANCE CRITERIA
1. Prepare for marketing audit	1.1 Identify main purposes of marketing audit in accordance with organisational requirements 1.2 Determine scope of marketing audit and audit methodology in accordance with organisational requirements 1.3 Determine when a marketing audit should be undertaken, in accordance with organisational requirements 1.4 Identify participants likely to be involved in carrying out a marketing audit
2. Identify form of marketing audit	2.1 Identify main characteristics of marketing audit in terms of relevance to task and audit priorities 2.2 Identify main elements to be included in marketing audit and its format, in accordance with organisational requirements 2.3 Identify various forms of marketing audit and select those that best meet requirements of marketing plan, in accordance with organisational requirements
3. Conduct external marketing audit	3.1 Identify criteria to use in external marketing audit, in accordance with organisational requirements 3.2 Identify and describe, in qualitative and quantitative terms, external environmental factors which meet requirements of audit process 3.3 Identify and describe, in qualitative and quantitative terms, technological factors, market characteristics and competitive factors relating to or affecting the business, which meet audit process requirements
4. Conduct internal marketing (self) audit	4.1 Identify criteria to use in an internal marketing audit in accordance with organisational requirements 4.2 Describe the marketing organisation in accordance with organisational and audit requirements 4.3 Describe the marketing systems in accordance with organisational and audit requirements 4.4 Identify marketing productivity in terms of profitability and cost effectiveness, and record results in accordance with organisational and audit requirements
5. Prepare marketing audit report	5.1 Write a marketing audit report in accordance with organisational requirements 5.2 Ensure marketing audit report meets reporting requirements of marketing audit form selected

ELEMENT	PERFORMANCE CRITERIA
	5.3 Ensure marketing audit report meets requirements of the marketing plan

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	1.1-1.4, 2.1-2.3, 3.1-3.3, 4.1-4.4, 5.1, 5.3	<ul style="list-style-type: none"> Identifies and evaluates complex textual information when auditing workplace documentation
Writing	3.2, 3.3, 4.2-4.4, 5.1, 5.2	<ul style="list-style-type: none"> Uses clear, accurate and relevant language to organise and record information using suitable organisational formats
Oral Communication	1.4, 3.2, 3.3, 4.2, 4.3	<ul style="list-style-type: none"> Participates in verbal exchanges using appropriate language and non-verbal features
Numeracy	3.2-4.4	<ul style="list-style-type: none"> Interprets numerical data and makes basic calculations to audit external marketing, quantify data and determine financial gains
Navigate the world of work	1.1-1.3, 2.2, 2.3, 3.1-3.3, 4.1-4.4, 5.1, 5.3	<ul style="list-style-type: none"> Adheres to organisational policies and objectives, and considers own role for its contribution to broader goals of work environment
Get the work done	1.1-1.4, 2.1-2.3, 3.1-3.3, 4.1	<ul style="list-style-type: none"> Develops plans and uses effective time management and organisational skills to complete tasks with an awareness of how they may contribute to longer-term operational and strategic goals In more complex, non-routine situations, uses formal decision-making processes, setting or clarifying goals, gathering information and identifying and evaluating several choices against a set of criteria Recognises and uses a range of relevant digital language and symbols When dealing with complex issues, identifies cause of the problem, and uses analytical processes to generate possible solutions

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG515 Conduct a marketing audit	BSBMKG515A Conduct a marketing audit	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -
<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>