



Australian Government

BSBMKG523 Design and develop an integrated marketing communication plan

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 identify and evaluate the range of marketing communication options and media, to design an integrated marketing communication plan, and to develop a marketing communication brief and creative brief reflecting client needs and preferences.

It applies to individuals working in a supervisory or management marketing or advertising role, within a marketing or advertising team or media organisation.

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. Determine marketing communication requirements | 1.1 Confirm marketing communication purpose and objectives with client 1.2 Obtain comprehensive client and product information 1.3 Review outcomes of previous marketing communication with client 1.4 Confirm budget allocation with client |
| 2. Develop marketing communication brief | 2.1 Develop brief, ensuring it contains a client profile, purpose statement and objectives reflecting client needs |

| ELEMENT | PERFORMANCE CRITERIA |
|---|--|
| | <p>2.2 State marketing communication objectives in measurable terms and provide specific guidelines on what is to be accomplished by marketing communication</p> <p>2.3 Define key characteristics, competitive factors and market situation facing product or service</p> <p>2.4 Include a summary of information on target audience, and legal and ethical constraints</p> |
| 3. Design integrated marketing communication strategy | <p>3.1 Select marketing communication options appropriate for marketing communication brief</p> <p>3.2 Critically analyse advantages and disadvantages of each marketing communications variable and media vehicles for product or service</p> <p>3.3 Determine media characteristics matching brief requirements</p> <p>3.4 Analyse media consumption habits for primary and supplementary marketing media among target audiences</p> <p>3.5 Evaluate media styles against the brand character of product or service being marketed</p> <p>3.6 Compare advantages and disadvantages of selecting multiple media in a media plan</p> <p>3.7 Develop and apply criteria for selecting multiple media combinations</p> |
| 4. Select and recommend media for marketing strategy | <p>4.1 Select media vehicles that match requirements of marketing brief for product or service</p> <p>4.2 Recommend primary and secondary marketing media that meet target audience preferences</p> <p>4.3 Ensure recommended media meet the brief, client's requirements, and legal and ethical constraints</p> |
| 5. Develop creative brief | <p>5.1 Identify creative content for chosen media using consumer language in the brief</p> <p>5.2 Identify pitch or appeal for product or service in the brief that meets client requirements</p> <p>5.3 Identify supporting information required for consumer understanding of product or service in the brief</p> <p>5.4 Ensure budget for creative work, consistent with overall marketing budget, is contained in the brief</p> <p>5.5 Incorporate deadline for creative work consistent with overall media schedule in the brief</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 | 1.2, 1.3, 2.1-2.4, 3.3-3.7, 5.3 | <ul style="list-style-type: none"> Accesses information from a range of sources and identifies, interprets and analyses information relevant to marketing activities |
| Writing | 1.1, 1.3, 1.4, 2.1-2.4, 5.1-5.5 | <ul style="list-style-type: none"> Uses clear, specific and culturally appropriate language to articulate potentially complex ideas, issues and concepts to clients Uses appropriate formats and structures information logically to present ideas and recommendations to clients |
| Oral Communication | 1.1, 1.3, 1.4 | <ul style="list-style-type: none"> Actively participates in verbal exchanges by listening and questioning to clarify and confirm information Uses appropriate language and non-verbal features to clarify, explain and present information on marketing activities |
| Numeracy | 1.4, 2.2, 3.4, 5.4 | <ul style="list-style-type: none"> Collates and interprets numeric information to analyse trend data, develop targets and prepare budgets for marketing activities |
| Navigate the world of work | 2.4, 4.3 | <ul style="list-style-type: none"> Considers legal and ethical implications in relation to own role |
| Get the work done | 1.1-1.4, 3.1-3.7, 4.1, 4.2, 5.1-5.5 | <ul style="list-style-type: none"> Plans, organises and implements tasks to achieve outcomes, with an awareness of client requirements, time and budgetary restraints Makes decisions by systematically analysing information, identifying and evaluating options against set criteria, and choosing most appropriate option Evaluates outcomes of decisions to identify opportunities for improvement Develops new and innovative ideas through exploration, analysis and critical thinking |

Unit Mapping Information

| Code and title current version | Code and title previous version | Comments | Equivalence status |
|---|--|---|--------------------|
| BSBMKG523 Design and develop an integrated marketing communication plan | BSBMKG523A Design and develop an integrated marketing communication plan | 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>