



Australian Government

BSBMKG611 Manage measurement of marketing effectiveness

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 manage a strategy measuring the effectiveness of marketing activity.

It applies to individuals who possess a sound theoretical knowledge base and who are primarily responsible for using a range of metrics to gauge success of marketing interests.

Depending on size and structure of the organisation, this role generally applies to a person with managerial responsibility.

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. Prepare for implementation of strategy to measure marketing effectiveness	1.1 Review current marketing strategies and marketing plans, and research range of metrics available to measure effectiveness of relevant marketing processes and functions 1.2 Analyse effectiveness of current marketing metrics used by the organisation in each key marketing operation 1.3 Critically analyse how existing marketing metrics link to strategy, and opportunities to improve links 1.4 Plan to address any issues with use of marketing metrics within the organisation 1.5 Design criteria for retaining existing marketing metrics, and for

ELEMENT	PERFORMANCE CRITERIA
	selecting new manageable and cost-effective metrics 1.6 Gain approval for design or redesign of strategy from senior management
2. Design strategy to measure marketing effectiveness	2.1 Set objectives for measurement and evaluation of marketing effectiveness 2.2 Select methods to measure marketing performance for each marketing process or function, tailored to the organisation's brand or unique positioning 2.3 Calculate costs of gathering and analysing data with assistance of relevant financial experts 2.4 Design and record implementation strategy for measuring and analysing marketing performance, or make recommendations for improving current strategy
3. Manage, implement and evaluate strategy to measure marketing effectiveness	3.1 Design and implement appropriate communication and training strategy, so marketing and other relevant personnel fully understand their role in measuring marketing effectiveness 3.2 Supervise design and implementation of specific metrics 3.3 Plan and monitor work activity to ensure adherence to strategy for measurement of marketing effectiveness 3.4 Design process to review and evaluate marketing metrics on a regular basis, and if organisational strategy changes

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	1.1-1.3, 2.2	<ul style="list-style-type: none"> Identifies and analyses complex data to determine business requirements
Writing	1.5, 1.6, 2.1-2.4, 3.1, 3.4	<ul style="list-style-type: none"> Prepares a range of workplace documentation using clear and accurate language, logical formatting and organisational conventions to convey priorities and critical strategic information
Oral Communication	1.6, 2.3, 3.2	<ul style="list-style-type: none"> Actively participates in verbal exchanges using suitable language and non-verbal features Uses active listening and questioning to confirm

		understanding
Numeracy	1.5, 2.3, 3.2	<ul style="list-style-type: none"> Uses mathematical skills to analyse data, design and review metrics, and evaluate cost-efficacy of business activities
Navigate the world of work	1.1, 1.2, 1.4, 3.4	<ul style="list-style-type: none"> Monitors adherence to organisational policies and objectives Is highly autonomous, taking responsibility and ownership for most or all aspects of own work, intuitively recognising and managing factors that may affect achievement of goals
Interact with others	1.6, 2.3, 3.1	<ul style="list-style-type: none"> Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how Collaborates with others to achieve joint outcomes, playing an active role in facilitating group interaction
Get the work done	1.1-1.5, 2.1, 2.2, 2.4, 3.1-3.4	<ul style="list-style-type: none"> Takes responsibility for planning and scheduling work activities and tasks required to measure marketing effectiveness Uses problem-solving processes to identify key information and issues, evaluate alternative strategies, anticipate consequences and consider solutions to implementation issues Takes responsibility for high impact decisions in complex situations involving many variables and constraints Uses digital tools to access and organise complex data and analyse multiple sources of information for strategic purposes

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG611 Manage measurement of marketing effectiveness	BSBMKG611A Manage measurement of marketing effectiveness	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>