



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG414A Undertake marketing activities

Release: 1

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Modification History

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to plan, implement and manage basic marketing and promotional activities.

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

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Application of the Unit

This unit covers general and basic marketing and promotional activities that do not require detailed or complex planning or implementation. 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.

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Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Employability Skills Information

This unit contains employability skills.

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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Plan marketing activities	1.1 Identify need for marketing activities
	1.2 Investigate previous marketing activities for relevant information
	1.3 Identify and analyse relevant policies and procedures
	1.4 Identify outcomes expected from marketing activities
	1.5 Undertake analysis of collected basic marketing information
	1.6 Develop and document work activity plans for marketing activities
	1.7 Obtain approval of plans from relevant enterprise personnel
2 Implement and manage marketing activities	2.1 Determine and access resources required for work activities
	2.2 Undertake marketing activities
	2.3 Assign responsibilities and functions to relevant personnel performing specific marketing functions
	2.4 Monitor marketing activities, reviewing and

amending activity plans as required

- 3 Review marketing activities
 - 3.1 Measure and document outcomes of marketing activities
 - 3.2 Review marketing activities against expected outcomes and document identified improvements
 - 3.3 Prepare reports of marketing activities and communicate to relevant enterprise personnel

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

literacy skills to read a variety of texts, to prepare general information and papers, and to write formal and informal letters according to target audience

planning skills to develop implementation schedules

problem-solving skills to address issues which may affect plans and their implementation.

Required knowledge

key provisions of relevant legislation from all levels of government that may affect aspects of business operations, such as:

anti-discrimination legislation

ethical principles

codes of practice

privacy laws

environmental issues

occupational health and safety

organisational policies and procedures

specific product knowledge related to goods and services being marketed.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

planning and implementing marketing activities

reviewing the effectiveness of the marketing plan

documenting the activities and processes worked with

knowledge of relevant legislation.

Context of and specific resources for assessment

Assessment must ensure:

access to an actual workplace or simulated environment

access to office equipment and resources

examples of goods/services to be marketed

examples of marketing plans.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate

review of work activity plans for marketing activities

analysis of responses to case studies and scenarios

demonstration of techniques

observation of presentations

oral or written questioning to assess knowledge of marketing techniques and

strategies

analysis of documentation outlining the outcomes of marketing activities

review of marketing activities reports.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

other marketing, advertising or public relations units.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Need may be determined by:

- analysis of sales figures and other performance data
- analysis of client information
- direction from relevant enterprise personnel
- development of new products and services

Marketing activities may include:

- attendance at trade shows, conferences and other events
- basic advertising
- development and distribution of general promotional and informational materials
- development and distribution of samples, case studies, testimonials and other evidence of enterprise activity
- development of displays and signs
- development of media releases, articles and media background information
- information sessions for clients, suppliers and stakeholders
- online information
- telephone promotions

Outcomes may include:

- projections for potential client inquiries
- projections for detailed potential client follow-up
- projections for sales and service levels

Analysis may include:

- market definition, statistics and basic research
- basic market segmentation
- target audience profiles

Work activity plans may include:

- human resource plans
- plans for other required resources
- financial plans
- time plans
- detailed implementation plans (covering the how/what/when of activities)
- activity monitoring and evaluation plans

Relevant enterprise personnel might include:

- coordinators
- owners
- managers
- section leaders
- supervisors
- team leaders

Resources may include:

- human resources
- finance
- resource contributions from suppliers and/or partners

Relevant personnel performing specific marketing functions may include:

- administrators
- copywriters
- desktop publishers
- external consultants
- graphic artists and designers
- marketing specialists
- printers, sign writers and other tradespeople

Unit Sector(s)

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Competency field

Business Development - Marketing

Business Development - Marketing