



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG503A Develop a marketing communications plan

Release: 1

BSBMKG503A Develop a marketing communications plan

Modification History

Not applicable.

Unit Descriptor

This unit covers preparation and development of an integrated marketing communications plan to enable the effective and efficient promotion of products and services to specific markets.

This unit is related to BSBMKG401A Profile the market.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Develop marketing communication objectives	1.1 The target market is identified and available media are reviewed in accordance with organisational requirements 1.2 Criteria to use in an integrated marketing communications analysis are identified 1.3 Forms of promotions that are best suited to the product/service/idea are reviewed and selected 1.4 Marketing communication objectives are determined and a draft promotional brief is written in accordance with organisational requirements 1.5 Promotional appeals and messages are developed to meet the requirements of the promotional brief
2 Determine the marketing communications mix	2.1 Marketing communications models are evaluated and a model of communications is identified to meet organisational requirements 2.2 The relationship between the market mix and the promotions mix are explored 2.3 The likely elements of primary and secondary promotions are determined in accordance with organisational requirements 2.4 A marketing communications mix is selected that best suits the target market and meets marketing objectives
3 Set a promotional budget	3.1 General economic and business environmental factors are evaluated in terms of their effect on the promotional budget allocation. 3.2 A marketing communications budget is allocated in accordance with the overall marketing budget 3.3 Marketing communications implementation and control procedures are established in accordance with organisational requirements

- 4 Prepare an integrated marketing communications plan
 - 4.1 The elements of an integrated marketing communications plan are determined in accordance with organisational requirements
 - 4.2 Direct and indirect forms of marketing communications are evaluated in relation to marketing communications objectives
 - 4.3 Primary and secondary forms of marketing communications are identified and evaluated
 - 4.4 Institutional, product, service and idea promotions are evaluated for inclusion in the marketing communications plan
 - 4.5 The objectives of the marketing communications plan are developed and evaluated for effectiveness against the forms that are possible and for cost-effectiveness
 - 4.6 The marketing communications plan is prepared in accordance with the overall marketing plan and meets organisational requirements

Required Skills and Knowledge

Not applicable.

Evidence Guide

The Evidence Guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competency for this unit. This is an integral part of the assessment of competency and should be read in conjunction with the Range Statement.

Critical Aspects of Evidence

Integrated demonstration of all elements of competency and their performance criteria

Definition of marketing communications and concept of marketing communications mix

Knowledge of communications models

Underpinning Knowledge*

* At this level the learner must demonstrate understanding of a broad knowledge base incorporating theoretical concepts, with substantial depth in some areas.

Relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination

Organisation's marketing plan

Organisation's products and services

Data collection and analysing techniques

Market mix

The elements of marketing planning

Basic financial records

Underpinning Skills

Literacy skills to identify relevant information, to write reports and to interpret internal and external information

Communication including questioning, clarifying, reporting

Research skills

Ability to relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities

Resource Implications

The learner and trainer should have access to appropriate documentation and resources normally used in the workplace

Consistency of Performance

In order to achieve consistency of performance, evidence should be collected over a set period of time which is sufficient to include dealings with an appropriate range and variety of situations

Context/s of Assessment

Competency is demonstrated by performance of all stated criteria, including paying particular attention to the critical aspects and the knowledge and skills elaborated in the Evidence Guide, and within the scope as defined by the Range Statement

Assessment must take account of the endorsed assessment guidelines in the Business Services Training Package

Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment

Assessment should reinforce the integration of the key competencies and the business services common competencies for the particular AQF level. Refer to the Key Competency Levels at the end of this unit

Key Competency Levels

Collecting, analysing and organising information (Level 2)- to draft a promotional brief

Communicating ideas and information (Level 2)- through development of a marketing communications plan

Planning and organising activities (Level 2)- to gather data from a range of sources

Working with teams and others (Level 2)- to determine organisational requirements

Using mathematical ideas and techniques (Level 1)- to set the promotional budget

Solving problems (Level 2)- to determine the marketing communications mix

Using technology (Level 1)- to record and analyse data as required

Please refer to the Assessment Guidelines for advice on how to use the Key Competencies

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Range Statement

The Range Statement provides advice to interpret the scope and context of this unit of competency, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. The following variables may be present for this particular unit:

Legislation, codes and national standards relevant to the workplace which may include:

award and enterprise agreements and relevant industrial instruments
relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination
relevant industry codes of practice

Criteria to use in an integrated marketing communications analysis may include:

effect on intermediaries
pre and post awareness research
data obtained from the marketing information systems
sales and profitability
reach and frequency data such as TARPS

Characteristics of marketing communications objectives may include:

consumer needs
benefits desired
product/service usage
attitude
demographics
lifestyle
social and cultural factors
business characteristics
a comprehensive review of all major marketing activities of the organisation.
an orderly sequence of diagnostic steps covering the organisation's macro and micro-environmental factors
a media plan
AIDA model
Rossiter's model

Identification of promotional budgeting issues may include:

interest rates and cost of capital
credit availability
forecast trends of size, growth, age, income, and regional distribution of population as they effect the organisation.
business and competitor characteristics
the influence of technology on the operations and services on the organisation's business costs.
the costs of various media
typical promotional budgeting methods such as "all you can afford", "competitive parity", "objective and task", and "% of sales" methods.

An integrated marketing communications approach may include:

the process of developing an holistic plan for integrating the whole of the organisation's promotions in a cohesive manner
an understanding of marketing communications models

advertising
personal selling
promotions
publicity and public relations
electronic and print media
web marketing and e-commerce
impersonal, intra-personal and personal communications

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Unit Sector(s)

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