



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG412A Conduct e-marketing communications

Revision Number: 1

BSBMKG412A Conduct e-marketing communications

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to prepare electronic advertisements for use in Internet, email or facsimile marketing communications, and to evaluate their effectiveness in achieving marketing objectives.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to individuals working in advertising, public relations, marketing or promotional roles who are required to use electronic communications and existing business websites to effectively convey marketing communications and achieve marketing objectives in accordance with marketing or e-marketing plans.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	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

ELEMENT	PERFORMANCE CRITERIA
1. Prepare electronic advertisements	<p>1.1. Choose <i>media</i> for <i>electronic advertisements</i> in accordance with the organisation's marketing (or e-marketing) strategy</p> <p>1.2. Select multiple marketing channels to optimise marketing effort</p> <p>1.3. Ensure copy and design elements communicate the desired image, features and benefits of the products or services, and suit the characteristics of the chosen media</p> <p>1.4. Position and size each element of the advertisement to achieve balance and focus</p> <p>1.5. Ensure typeface selections suit the product, the chosen media and the central message of the advertisement, and that the layout achieves balance in its elements including white space and margins</p> <p>1.6. Ensure any added sound, animation or graphics enhance the content of advertisements and do not distract from the message</p> <p>1.7. Ensure advertisements meet the requirements of the marketing strategy and <i>legal and ethical requirements</i></p>
2. Use business website as e marketing tool	<p>2.1. Identify website marketing objectives in the organisation's marketing (or e-marketing) strategy and plan</p> <p>2.2. Ensure the website design meets objectives and conveys the required image of the business and the features and benefits of its products or services</p> <p>2.3. Ensure the website content, site map, navigation buttons, frames and multiple pages are in accordance with the marketing strategy and plan</p> <p>2.4. Ensure the website incorporates data recording, contacts and feedback mechanisms to allow evaluation of the website as a marketing tool</p>
3. Use electronic marketing	<p>3.1. Identify the required media vehicles and website hotlinks for electronic advertisements, and negotiate contracts for website development where necessary to meet the requirements of the marketing strategy, budget and legal and ethical requirements</p> <p>3.2. Promote marketing channels to identified target market segments</p> <p>3.3. Place or disseminate electronic advertisements in</p>

ELEMENT	PERFORMANCE CRITERIA
	accordance with the marketing strategy, media contracts and legal and ethical requirements
4. Monitor and evaluate results of e marketing	<p>4.1. Monitor the transmission of the electronic advertisements or other e-marketing products and rectify any errors or omissions</p> <p>4.2. Develop <i>measures of effectiveness</i> for e-marketing advertisements and monitor effectiveness</p> <p>4.3. Evaluate the effectiveness of e-marketing advertisements against measures of effectiveness and record outcomes in accordance with organisational requirements</p> <p>4.4. Use outcomes of evaluation activities and other feedback from marketing channels to plan for improvements to electronic marketing strategies and products</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- creativity and innovation skills for graphic and multimedia design to create advertisements
- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- literacy skills to interpret marketing, advertising and creative requirements and create e-advertisements
- technology skills to use a range of computer equipment and software used in conducting electronic marketing, accessing the Internet and using multimedia applications

Required knowledge

- overview knowledge of key provisions of relevant legislation from all levels of government, codes of practice and national standards that affect business operations such as:
 - Australian Direct Marketing Association Limited (ADMA) DirectMarketingCodeofPractice
 - confidentiality requirements
 - copyright laws
 - defamation laws
 - FACTS (Federation of Australian Commercial Television Stations) codes
 - OECD International Guidelines for Consumer Protection in the Context of Electronic Commerce
 - Australian Government's PolicyFrameworkforConsumerProtectioninElectronicCommerce and the AustralianE-commerceBestPracticeModel
 - PrivacyAct1988 (Cth)
 - sweepstakes regulations
 - TradePracticesAct1974(Cth)
 - anti-discrimination legislation and principles of equal opportunity, equity, and diversity
- industry products and services knowledge
- intellectual property requirements
- organisational structure, roles and responsibilities
- principles of marketing and advertising
- software applications used in conducting electronic advertising and marketing

Evidence Guide

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:

- developing at least one electronic advertisement for a product or service using electronic media to convey marketing communications consistent with an organisational marketing strategy and objectives
- monitoring and evaluating the results of electronic advertisements and marketing.

Context of and specific resources for assessment

Assessment must ensure:

- access to office equipment and resources.

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:

- assessment of electronic advertisements created and appropriateness of media used for the products or services
- direct questioning with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of presentations of electronic advertisements
- oral or written questioning
- review of authenticated documents from the workplace or training environment
- review of testimony from team members or colleagues.

Guidance information for assessment

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

- advertising units
- other marketing units.

Range Statement

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.

<i>Media</i> may include:	<ul style="list-style-type: none"> bulletins chat rooms email facsimiles websites
<i>Electronic advertisements</i> may include:	<ul style="list-style-type: none"> auto responders banner exchanges bulk email e-zine (electronic magazine distributed or accessed via a file server) and webzine (web-site distributed electronic magazine) advertising e-zine and webzine publishing as a marketing tool FFA sites free or paid classifieds news groups search engine submission web rings
<i>Legal and ethical requirements</i> may include:	<ul style="list-style-type: none"> codes of practice confidentiality cultural expectations and influences ethical principles legislation policies and guidelines privacy regulations social responsibilities e.g. protection of children, environmental considerations societal expectations
<i>Measures of effectiveness</i> may include:	<ul style="list-style-type: none"> attitude measurements awareness measurements customer satisfaction ratings

RANGE STATEMENT

	<ul style="list-style-type: none"> • inquiry measurements • media vehicle audience measurements • opinion measurements • readership measurements • recall measurements • sales measurements
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Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Marketing
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Co-requisite units

Co-requisite units		