



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG413A Promote products and services

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to coordinate and review the promotion of an organisation's products and services. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to individuals with a broad knowledge of the promotion of products and services specific to an organisation. They may have responsibility to provide guidance or to delegate aspects of these tasks to others.
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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. Plan promotional activities	<ul style="list-style-type: none">1.1. Identify and assess <i>promotional activities</i> to ensure compatibility with <i>organisational requirements</i>1.2. Plan and schedule promotional activities according to the marketing needs of the organisation1.3. Determine overall promotional objectives in consultation with <i>designated individuals and groups</i>1.4. Ensure that time lines and costs for promotion of activities are realistic and consistent with budget resources1.5. Develop action plans to provide details of products and services being promoted
2. Coordinate promotional activities	<ul style="list-style-type: none">2.1. Ensure <i>personnel and resources</i> to support promotional activities are identified and prepared to facilitate the achievement of promotional goals2.2. Identify and agree <i>roles and responsibilities</i> for delivery of promotional services and allocate to relevant personnel2.3. Establish and conduct relationships with targeted groups in a manner which enhances the positive image of the organisation2.4. Use <i>networks</i> to assist in the implementation of promotional activities
3. Review and report on promotional activities	<ul style="list-style-type: none">3.1. Analyse audience feedback and data to determine the impact of the promotional activity on the delivery of products and services3.2. Assess effectiveness of planning processes to identify possible improvements in future activities3.3. Collect <i>feedback</i> and provide to personnel and agencies involved in promotional activity3.4. Analyse costs and time lines to evaluate the benefits accruing from the promotional activities3.5. Prepare conclusions and recommendations from verifiable evidence and provide constructive advice on future directions of promotional activities

Required Skills and Knowledge

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
- technology skills to select and use technology appropriate to a task
- problem-solving skills to manage contingencies in promotional activities
- numeracy skills to analyse data and to compare time lines and promotional costs against budgets.

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 (OHS)
- planning processes for organising promotional activities
- organisational marketing plan and associated budgets.

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:

- designing and delivering promotional presentations
- evaluating promotional impacts
- presenting and advocating promotional strategies within the organisation
- assessing and reporting on customer satisfaction

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 products/services and promotional strategies.

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 action plans developed for products and services being promoted
- analysis of responses to case studies and scenarios
- demonstration of techniques
- observation of presentations
- assessment of written 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, sales or public relations 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.

Promotional activities may include:

- advertisements
- client functions
- employee functions
- media announcements
- product launches
- web pages

Organisational requirements may include:

- access and equity principles and practices
- confidentiality and security requirements
- defined resource parameters
- ethical standards
- filing and documentation storage processes
- goals, objectives, plans, systems and processes
- legal and organisational policies, guidelines and requirements
- OHS policies, procedures and programs
- payment and delivery options
- pricing and discount policies
- quality and continuous improvement processes and standards
- quality assurance and/or procedures manuals
- replacement and refund policy and procedures
- who is responsible for products or services

Designated individuals and groups may include:

- colleagues
- committees
- customers
- external organisations
- line management
- supervisor

Personnel and resources may include:

- management
- marketing funds
- organisational personnel
- promotional products

RANGE STATEMENT	
	<ul style="list-style-type: none"> • samples • technology • time • venue
<i>Roles and responsibilities</i> may include:	<ul style="list-style-type: none"> • Code of Conduct • job description and employment arrangements • marketing plans • organisation's policy relevant to work role • skills, training and competencies • supervision and accountability requirements including OHS • team structures
<i>Networks</i> may include:	<ul style="list-style-type: none"> • company • customer • internal • media and promotional • professional • social
<i>Feedback</i> may include:	<ul style="list-style-type: none"> • customer/client response • employee data • sales orders • market share data • focus groups

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		