



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **BSBMKG414B Undertake marketing activities**

**Revision Number: 1**

## BSBMKG414B Undertake marketing activities

### Modification History

Not applicable.

### Unit Descriptor

<b>Unit descriptor</b>	<p>This unit describes the performance outcomes, skills and knowledge required to plan, implement and manage basic marketing and promotional activities. It is a foundation unit that covers general and basic marketing and promotional activities that do not require detailed or complex planning or implementation.</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

<b>Application of the unit</b>	<p>The unit applies to people with no previous experience in marketing. 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.</p>
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### Licensing/Regulatory Information

Not applicable.

### Pre-Requisites

<b>Prerequisite units</b>		

## Employability Skills Information

<b>Employability skills</b>	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. Research marketing information	<ul style="list-style-type: none"><li>1.1. Research the concept of marketing as it applies to the organisation</li><li>1.2. Identify and analyse organisation's marketing plan and relevant policies and procedures</li><li>1.3. Identify <b>need</b> for <b>marketing activities</b> from the established marketing plan</li><li>1.4. Investigate previous marketing activities for relevant information</li><li>1.5. Identify profile of the market segment</li><li>1.6. Identify positioning and market mix for each target segment</li><li>1.7. Identify <b>outcomes</b> expected from marketing activities</li></ul>
2. Plan marketing activities	<ul style="list-style-type: none"><li>2.1. Undertake <b>analysis</b> of collected basic marketing information</li><li>2.2. Develop and document <b>work activity plans</b> for marketing activities</li><li>2.3. Obtain approval of plans from <b>relevant enterprise personnel</b></li></ul>
3. Implement marketing activities	<ul style="list-style-type: none"><li>3.1. Determine and access <b>resources</b> required for work activities</li><li>3.2. Undertake marketing activities within job role</li><li>3.3. Assist with assigning responsibilities and functions to <b>relevant personnel</b> performing specific marketing functions</li><li>3.4. Monitor marketing activities, and review and amend activity plan as required</li></ul>
4. Review marketing activities	<ul style="list-style-type: none"><li>4.1. Measure and record outcomes of marketing activities</li><li>4.2. Review marketing activities against expected outcomes and record identified improvements</li><li>4.3. Prepare reports of marketing activities and communicate to relevant enterprise personnel</li></ul>

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

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

#### Required skills

- learning skills to:
  - select and use appropriate research methods
  - review and learn from marketing activities to contribute to the organisation's marketing operations
- literacy skills to:
  - prepare general information and papers for a target audience
  - read a variety of texts
  - write formal and informal letters
- planning and organising skills to develop implementation schedules
- problem-solving skills to address issues that may affect plans and their implementation
- research skills to:
  - research the concept of marketing
  - identify profile of marketing segment

#### Required knowledge

- basic foundations of marketing practices:
  - concept of marketing
  - marketing planning process
  - marketing mix
  - segmentation
  - targeting and positioning
- key provisions of relevant legislation and industry-specific regulations that may affect aspects of marketing, such as:
  - anti-discrimination legislation
  - codes of practice
  - competition legislation
  - consumer legislation
  - environmental issues
  - ethical principles
  - OHS legislation
  - privacy legislation
  - trade practices legislation
- organisational policies and procedures relating to marketing

**REQUIRED SKILLS AND KNOWLEDGE**

- specific product knowledge related to products and services being marketed

**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:

- research into the foundations of marketing practice and how they apply to an organisation
- planning and implementing marketing activities
- reviewing the effectiveness of the marketing plan
- recording the activities and processes worked with.

**Context of and specific resources for assessment**

Assessment must ensure:

- access to a workplace or simulated work environment
- access to office equipment and resources
- examples of products or services to be marketed
- examples of marketing plans, policies and procedures.

**Method of assessment**

The following assessment methods 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
- 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 activity reports.

**Guidance information for assessment**

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

## 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.

<b><i>Need</i></b> may be determined by:	<ul style="list-style-type: none"> <li>• analysis of sales figures and other performance data</li> <li>• analysis of client information</li> <li>• direction from relevant enterprise personnel</li> <li>• development of new products and services.</li> </ul>
<b><i>Marketing activities</i></b> may include:	<ul style="list-style-type: none"> <li>• attendance at trade shows, conferences and other events</li> <li>• basic advertising</li> <li>• development and distribution of general promotional and informational materials</li> <li>• development and distribution of samples, case studies, testimonials and other evidence of enterprise activity</li> <li>• development of displays and signs</li> <li>• development of media releases, articles and media background information</li> <li>• information sessions for clients, suppliers and stakeholders</li> <li>• online information</li> <li>• telephone promotions.</li> </ul>
<b><i>Outcomes</i></b> may include:	<ul style="list-style-type: none"> <li>• projections for:               <ul style="list-style-type: none"> <li>• potential client enquiries</li> <li>• detailed potential client follow-up</li> <li>• sales and service levels.</li> </ul> </li> </ul>
<b><i>Analysis</i></b> may include:	<ul style="list-style-type: none"> <li>• market definition, statistics and basic research</li> <li>• basic market segmentation</li> <li>• target audience profiles.</li> </ul>
<b><i>Work activity plans</i></b> may include:	<ul style="list-style-type: none"> <li>• activity monitoring and evaluation plans</li> <li>• detailed implementation plans covering the how, what and when of activities</li> <li>• financial plans</li> <li>• human resource plans</li> <li>• plans for other required resources</li> <li>• time plans.</li> </ul>
<b><i>Relevant enterprise</i></b>	<ul style="list-style-type: none"> <li>• coordinators</li> </ul>

<b>RANGE STATEMENT</b>	
<b><i>personnel</i></b> may include:	<ul style="list-style-type: none"> <li>• owners</li> <li>• managers</li> <li>• section leaders</li> <li>• supervisors</li> <li>• team leaders.</li> </ul>
<b><i>Resources</i></b> may include:	<ul style="list-style-type: none"> <li>• finance</li> <li>• human resources</li> <li>• resource contributions from suppliers and partners.</li> </ul>
<b><i>Relevant personnel</i></b> may include:	<ul style="list-style-type: none"> <li>• administrators</li> <li>• copywriters</li> <li>• desktop publishers</li> <li>• external consultants</li> <li>• graphic artists and designers</li> <li>• marketing specialists</li> <li>• printers and sign-writers.</li> </ul>

## Unit Sector(s)

<b>Unit sector</b>	
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## Competency field

<b>Competency field</b>	Business development - marketing
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## Co-requisite units

<b>Co-requisite units</b>		