



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG510B Plan e-marketing communications

Revision Number: 1

BSBMKG510B Plan e-marketing communications

Modification History

Not applicable.

Unit Descriptor

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| Unit descriptor | <p>This unit describes the performance outcomes, skills and knowledge required to research, prepare and evaluate an organisational e-marketing plan that integrates electronic communications and website marketing in support of 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

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| Application of the unit | <p>This unit applies to managers working in advertising, public relations, marketing or promotional roles who plan electronic communications to effectively convey marketing communication messages and support achievement of marketing objectives.</p> |
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

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| Prerequisite units | | |
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Employability Skills Information

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| Employability skills | This unit contains employability skills. |
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Elements and Performance Criteria Pre-Content

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| 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 |
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| <p>1. Prepare an electronic marketing strategy or plan</p> | <p>1.1. In consultation with <i>relevant personnel</i>, determine electronic marketing <i>purpose</i> and objectives that reflect the organisation's strategy, direction and values</p> <p>1.2. Develop an electronic marketing (e-marketing) strategy or plan that addresses the aims and targets of the organisation's existing business or marketing plan, and is consistent with organisational and budgetary requirements</p> <p>1.3. Develop a <i>value proposition</i> for the e-marketing strategy or plan</p> <p>1.4. Identify, cost and detail <i>electronic marketing tools</i> for the organisation and its products and services in the e-marketing strategy or plan</p> <p>1.5. Identify and incorporate electronic marketing approaches, tools and strategies to reach target market and achieve objectives</p> <p>1.6. Ensure e-marketing strategy or plan includes an action plan, schedule and budget estimates for developing and implementing electronic marketing strategies</p> <p>1.7. Ensure e-marketing strategy or plan includes <i>effectiveness measures</i> and meets <i>legal and ethical requirements</i></p> |
| <p>2. Prepare and evaluate a website marketing strategy</p> | <p>2.1. Evaluate website marketing objectives to ensure they are consistent with e-marketing strategy or plan, and modify if required</p> <p>2.2. Establish strategies for evaluation of the website as a marketing tool</p> <p>2.3. Evaluate website design according to overall e-marketing strategy or plan to ensure the design projects required image of the organisation and conveys the features and benefits of products or services, and recommend modifications if required</p> <p>2.4. Evaluate website data recording, contacts and feedback mechanisms as part of the website evaluation</p> <p>2.5. Develop website marketing strategy in accordance with, and for inclusion in, e-marketing strategy or plan</p> <p>2.6. Integrate website marketing strategy into the overall</p> |

| ELEMENT | PERFORMANCE CRITERIA |
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| | e-marketing strategy or plan 2.7. Evaluate effectiveness of website marketing strategy |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication and negotiation skills to implement marketing strategies
- initiative and enterprise skills to identify marketing approaches, tools and strategies that meet organisation's objectives
- learning skills to:
 - evaluate a website marketing strategy
 - learn from this evaluation to improve the organisation's operations
- literacy and numeracy skills to:
 - interpret organisational and budgetary requirements
 - write electronic marketing plans or strategies
- planning and organising skills to plan e-marketing strategies
- technology skills to use a range of computer software and electronic equipment when conducting electronic marketing

Required knowledge

- characteristics of a range of electronic marketing tools and:
 - associated benefits for use with e-marketing
 - challenges with implementation, for example costs, and availability of technology
- overview knowledge of key provisions of relevant legislation that affect business operations, codes of practice and national standards, such as:
 - Australian Direct Marketing Association (ADMA) Direct Marketing Code of Practice
 - Australian Communications and Media Authority (ACMA) Australian eMarketing Code of Practice
 - Australian Marketing Institute Code of Marketing Practice
 - confidentiality requirements
 - copyright laws
 - defamation and libel laws
 - Federation of Australian Commercial Television Stations (FACTS) codes
 - Organisation for Economic Cooperation and Development (OECD) Guidelines for Consumer Protection in the Context of Electronic Commerce
 - Australian government's policy framework for consumer protection in electronic commerce and the Australian E-commerce Best Practice Model
 - Privacy Act 1988 (Commonwealth)
 - sweepstakes regulations

REQUIRED SKILLS AND KNOWLEDGE

- Trade Practices Act 1974 (Commonwealth)
- foundation principles of marketing communications, consumer behaviour and opportunities for electronic marketing

Evidence Guide

| EVIDENCE GUIDE | |
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| <p>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.</p> | |
| Overview of assessment | |
| Critical aspects for assessment and evidence required to demonstrate competency in this unit | <p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • development of an e-marketing strategy or plan for at least one product or service, containing: <ul style="list-style-type: none"> • action plan • schedule • costings • monitoring strategy • evaluation methods • development of a website marketing strategy for a product or service that meets overall organisational e-marketing objectives. |
| Context of and specific resources for assessment | <p>Assessment must ensure access to:</p> <ul style="list-style-type: none"> • a workplace or simulated work environment • office equipment and resources • relevant organisational strategies and plans. |
| Method of assessment | <p>The following assessment methods are appropriate for this unit:</p> <ul style="list-style-type: none"> • assessment of reports outlining electronic and website marketing strategies and reports • review of portfolios of evidence and third-party workplace reports of the development of e-marketing and website marketing strategies • observation of presentations of strategies and plans • oral or written questioning about characteristics of e-marketing tools, and their benefits and challenges • review of case studies about e-marketing strategies. |
| Guidance information for assessment | <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p> |

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.

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| <i>Relevant personnel</i> may include: | <ul style="list-style-type: none"> • business owners • in-house, outsourced or otherwise contracted personnel • management • technology personnel. |
| <i>Purpose</i> may include: | <ul style="list-style-type: none"> • building and maintaining customer relationships through electronic communications • collecting direct responses • distributing information via internet • generating leads by attracting potential customers • internet advertising • online transactions. |
| <i>Value proposition</i> may include: | <ul style="list-style-type: none"> • benefits a company can derive from using electronic commerce • benefits a company's products or services provide to customers • consumer need that is being fulfilled. |
| <i>Electronic marketing tools</i> may include: | <ul style="list-style-type: none"> • electronic advertisements, such as: <ul style="list-style-type: none"> • affiliate marketing • auto responders • banner exchanges • bulk email • directory listing • e-zine and webzine publishing as a marketing tool • free for all (FFA) sites • free or paid classifieds • news groups • pop-up advertisements • search engine submission • interactive TV • media, such as: <ul style="list-style-type: none"> • bulletins • chat rooms |

| RANGE STATEMENT | |
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| | <ul style="list-style-type: none"> • emails • facsimiles • websites • mobile technology, such as: <ul style="list-style-type: none"> • 3G mobile phones • personal digital assistants (PDAs) • online, such as: <ul style="list-style-type: none"> • catalogues • customer services • press releases • surveys • web rings. |
| <i>Effectiveness measures</i> may include: | <ul style="list-style-type: none"> • attitude measurements • awareness measurements • customer satisfaction ratings • inquiry measurements • media vehicle audience measurements • opinion measurements • readership measurements • recall measurements • sales measurements. |
| <i>Legal and ethical requirements</i> may include: | <ul style="list-style-type: none"> • codes of practice, e.g. Australian eMarketing Code of Practice • confidentiality • cultural expectations and influences • ethical principles • legislation • policies and guidelines • privacy • social responsibilities e.g. protection of children and environmentally sustainable practices • societal expectations. |

Unit Sector(s)

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| Unit sector | |
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Competency field

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| Competency field | Business development - marketing |
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Co-requisite units

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| Co-requisite units | | |
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