



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG610A Develop, implement and monitor a marketing campaign

Revision Number: 2

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Modification History

Release	Comments
Release 2	New release of this Qualification released with <i>version 6 of BSB07 Business Services Training Package</i> . Outdated advice removed

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to design marketing campaigns, to implement campaigns and to analyse the success of a campaign.

Application of the Unit

This unit applies to marketing campaigns conducted in support of enterprise or client marketing activities which involve a unique set of resourcing, planning and implementation activities.

Competence in this unit requires designing, implementing, monitoring, analysing and reviewing the success of a marketing campaign

This role may be undertaken by staff with managerial responsibility or specialist staff (campaign manager, operations manager), depending on size and structure of the organisation.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

<p>Elements describe the essential outcomes of a unit of competency.</p>	<p>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.</p>
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Design a campaign	1.1. Identify critical <i>campaign</i> design features from business needs and objectives 1.2. Develop campaign objectives 1.3. Identify required campaign resources 1.4. Establish appropriate organisational, team and individual targets 1.5. Develop campaign procedures for all relevant parties 1.6. Confirm campaign design by consulting with <i>stakeholders</i> 1.7. Identify technical requirements to support campaign 1.8. Ensure campaign design complies with <i>relevant legislation and regulatory codes</i>
2. Implement campaign and monitor outcomes	2.1. Use <i>project management tools</i> effectively 2.2. Establish real-time campaign monitoring and reporting 2.3. Accurately analyse campaign results at regular intervals 2.4. Conduct effective campaign debriefing with staff and key stakeholders
3. Analyse fulfilment processes	3.1. Map existing <i>fulfilment processes</i> 3.2. Collect comprehensive data on campaign fulfilment performance 3.3. Conduct effective <i>process improvement analysis</i> 3.4. Establish appropriate new processes or standards 3.5. Specify and establish an appropriate tracking mechanism
4. Present campaign results to relevant business units	4.1. Conduct an effective written and oral presentation 4.2. Focus on critical aspects of the campaign in the presentation 4.3. Clearly communicate required action of other parties 4.4. Communicate and resolve campaign process concerns and issues
5. Prepare campaign cost-benefit analysis	5.1. Collect relevant campaign data 5.2. Accurately calculate cost of calls and other transactions 5.3. Accurately assess immediate and longer term financial gains of campaign 5.4. Communicate appropriate performance and financial

ELEMENT	PERFORMANCE CRITERIA
	results to relevant parties

Required Skills and Knowledge

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

Required skills

- analytical skills to analyse workplace information and data, and to make observations of workplace tasks and interactions with people, their activities, equipment, environment and systems
- communication skills to conduct formal and informal meetings and to communicate with personnel at all levels
- consultation and negotiation skills to develop and implement plans and campaigns effectively
- financial skills to manage budgetary resources
- information technology skills to effectively manage and analyse data
- interpersonal skills to establish rapport; to build relationships with clients, team members and stakeholders; to establish relevant networks
- leadership skills to gain trust and confidence of colleagues and clients
- numeracy skills to analysis data to determine success
- presentation skills to develop and present reports or presentations which deal with complex ideas and concepts, and to articulate ideas and information effectively
- problem-solving skills to create innovative solutions to issues that arise
- project management skills to design and implement campaigns within project management guidelines.

Required knowledge

- business objectives and requirements
- campaign design and evaluation principles
- competitor activity and products/services
- customer contact technology and databases
- legislation, regulatory and organisational requirements
- operational budget and business planning
- organisational communication methods.

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	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • designing, implementing, controlling, monitoring and reviewing a marketing campaign • knowledge of relevant legislation, regulatory and organisational requirements.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • access to workplace information and data • access to information and databases for analysis activities • access to relevant legislation, regulations, standards and guidelines • access to stakeholder feedback.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate • review of campaign project plan • review of communication plan • review of documentation of processes and technical requirements • review of campaign reporting • analysis of campaign results (against target) • review of process improvement plan • oral and/or written questioning to assess knowledge of stakeholder feedback • review of analysis and valuation of campaign processes.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>

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>Campaign</i> may include:	<ul style="list-style-type: none"> • courtesy/follow-up calls • data collection • loyalty program • re-contracting • retention offers • sales • value add services
<i>Stakeholders</i> may include:	<ul style="list-style-type: none"> • billing • company for which campaign is being undertaken (under outsourcing arrangements) • credit and collections • executive • own sales and support team • sales and marketing
<i>Relevant legislation and regulatory codes</i> may include:	<ul style="list-style-type: none"> • consumer credit codes • Do Not Call Register • industry specific codes • marketing codes • Privacy Act • Trade Practices Act
<i>Project management tools</i> may include:	<ul style="list-style-type: none"> • application of quality processes • generic management tools • purpose built campaign management tools • risk assessment and management • standard project management practices
<i>Fulfilment processes</i> may include:	<ul style="list-style-type: none"> • after sales support • billing • data entry • despatch of field staff • despatch of necessary documentation and collateral • establishment of new or renewed contract • provisioning of new services • supply and delivery of new product

<p><i>Process improvement analysis</i> may include:</p>	<ul style="list-style-type: none"> • after sales support • analysis of extra calls generated by campaign • analysis of reliability and performance of fulfilment process • customer satisfaction surveying • modifications that can be adopted for future campaigns • overall results against targets • performance and results of individuals and teams • quality of databases and data integrity • review of processes used • sales conversion rate analysis • stakeholder feedback (including team, sales and marketing)
	<ul style="list-style-type: none"> •
	<ul style="list-style-type: none"> •

Unit Sector(s)

Business Development - Marketing