



**Australian Government**

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

# **CUEMAR01B Assist with marketing**

**Release: 1**

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### **Modification History**

Not applicable.

### **Unit Descriptor**

This unit describes the skills and knowledge required to provide assistance with a range of marketing activities. As such it requires a general knowledge of marketing and promotional activities, including research, the production of promotional materials and the ways in which individuals are responsible for the promotion of an organisation and its services.

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### **Application of the Unit**

Not applicable.

### **Licensing/Regulatory Information**

Not applicable.

### **Pre-Requisites**

Not applicable.

### **Employability Skills Information**

Not applicable.

### **Elements and Performance Criteria Pre-Content**

Not applicable.

## Elements and Performance Criteria

### Elements and Performance Criteria

<b>Element</b>	<b>Performance Criteria</b>
1 Complete marketing related tasks	<ul style="list-style-type: none"><li>1.1 Source a range of relevant internal and external marketing information</li><li>1.2 Access information and assess for relevance and applicability</li><li>1.3 Prepare and distribute promotional materials in accordance with instructions and the needs of particular activities</li><li>1.4 Liaise with relevant colleagues in relation to marketing activities within the scope of individual responsibility</li></ul>
2 Promote the organisation	<ul style="list-style-type: none"><li>2.1 Present the organisation's identity accurately and confidently to relevant individuals and organisations</li><li>2.2 Make appropriate contact with external stakeholders and promote the organisation in the wider community</li><li>2.3 Maintain accurate records of contact with those external to the organisation</li><li>2.4 Identify appropriate industry events and other networking opportunities and attend as appropriate</li><li>2.5 Share knowledge obtained through networking with colleagues to enhance marketing activities</li></ul>

## Required Skills and Knowledge

Not applicable.

## Evidence Guide

### Underpinning skills and knowledge

Assessment must include evidence of the following knowledge and skills:

- sources of marketing-related information appropriate to the industry sector
- basic research skills encompassing identification of sources, questioning and active listening to elicit information, note-taking, sorting and processing information
- written and oral communication skills for conveying information clearly, concisely and coherently
- general knowledge of the market for different types of products and services in the relevant industry context
- ways in which different types of businesses present and promote products and services, relevant to the industry sector
- formats and features of different types of promotional materials, and ways in which they can be produced
- networking and distribution channels relevant to the industry sector
- interpersonal skills particularly in relation to networking with industry colleagues
- literacy skills sufficient to interpret a broad range of marketing information and material.

### Linkages to other units

This unit has linkages to a range of other units, and combined assessment and or training with those units may be appropriate, for example:

CUEMAR03B - Undertake marketing activities.

### Critical aspects of evidence

The following evidence is critical to the judgement of competence in this unit:

- general knowledge of marketing activities in the context of the relevant industry sector
- research and communication skills to source and present information effectively.

### Method and context of assessment

The assessment context must provide for:

- practical demonstration of skills through completion of marketing-related tasks for a specific industry purpose
- liaison with others to reflect the interpersonal aspects of this unit

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

- evaluation of promotional materials on which the candidate has worked
- evaluation of material researched by the candidate in response to a particular need
- oral or written questioning to assess general knowledge of marketing as it applies to a specific organisation industry context
- review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).

### Resource requirements

Assessment of this unit requires access to:

- resources required for marketing activities.

**Key competencies in this unit**

Key competencies are built in to all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform

Level 2 = Administer and Manage

Level 3 = Design and Evaluate

**Collecting, analysing and organising ideas and information (2)**

Reviewing competitor information.

**Communicating ideas and information (2)**

Drafting a flyer to promote an event.

**Planning and organising activities (2)**

Organising meetings on marketing issues.

**Working with others and in teams (1)**

Liaising with supervisor to determine work requirements.

**Using mathematical ideas and techniques (1)**

Using budget information.

**Solving problems (1)**

Dealing with conflicting information.

**Using technology (1)**

Using the Internet for research.

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basic research skills encompassing identification of sources, questioning and active listening to elicit information, note-taking, sorting and processing information

written and oral communication skills for conveying information clearly, concisely and coherently

general knowledge of the market for different types of products and services in the relevant industry context

ways in which different types of businesses present and promote products and services, relevant to the industry sector

formats and features of different types of promotional materials, and ways in which they can be produced

networking and distribution channels relevant to the industry sector

interpersonal skills particularly in relation to networking with industry colleagues

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### **Working with others and in teams (1)**

Liaising with supervisor to determine work requirements.

### **Using mathematical ideas and techniques (1)**

Using budget information.

### **Solving problems (1)**

Dealing with conflicting information.

### **Using technology (1)**

Using the Internet for research.

## Range Statement

The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

**Marketing related tasks could be very varied in nature and may include:**

research

organisational tasks

document/brochure production

liaison with internal or external stakeholders.

**Internal and external marketing information may relate to:**

competitors

product/service development

media options

consumer preferences.

**Relevant colleagues may include:**

head of department

supervisor

other personnel within the organisation

clients

suppliers.

**Marketing and promotional material may include:**

media releases

advertisements

flyers

posters

invitations

newsletters.

**Relevant individuals/organisations may include:**

internal and external stakeholders

the press

community groups

clubs and societies

significant individuals.

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**Unit Sector(s)**

Not applicable.