



**Australian Government**

# **Assessment Requirements for DEFDA003**

## **Conduct market profiling**

**Release: 1**

# Assessment Requirements for DEFDP A003 Conduct market profiling

## Modification History

Release 1. This is the first release of this unit of competency in the DEF Defence Training Package.

## Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria on at least one occasion and include:

- applying communication ethics relevant to the audience and organisation
- applying relevant organisational policies and procedures
- conducting market profiling
- researching and analysing
- identifying relevant information, writing reports, and interpreting internal and external information
- identifying the target market, and selecting targeting and positioning strategies that meet organisational requirements
- providing a profile that contains rationale and supporting information.

## Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria and include knowledge of:

- criteria to use in segmenting the market including:
  - stakeholder needs
  - benefits desired
  - service usage
  - attitude
  - demographics
  - lifestyle
  - social and cultural factors
  - business characteristics
- data collection and analysing techniques
- elements of marketing profiling/media planning including:
  - targeting strategy
  - demographic descriptions
  - psychographic descriptions

- positioning strategies
- market mix
- relevant legislation, organisational policies and procedures
- organisational business and marketing/media plan
- organisational business structure, and relevant products and services
- product and service standards, and relevant best practice models.

## Assessment Conditions

As a minimum, assessors must satisfy applicable regulatory requirements, which include requirements in the Standards for Registered Training Organisations current at the time of assessment.

As a minimum, assessment must satisfy applicable regulatory requirements, which include requirements in the Standards for Registered Training Organisations current at the time of assessment.

Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.

Assessment must occur in workplace operational situations, where it is appropriate to do so; where this is not appropriate, assessment must occur in simulated workplace operational situations that replicate workplace conditions.

Resources for assessment must include access to:

- a range of relevant exercises, case studies and/or other simulations
- relevant and appropriate materials, tools, equipment and personal protective equipment currently used in industry
- relevant standards, policy and instructions related to public affairs
- applicable documentation including operational procedures, regulations, codes of practice and operation manuals.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>