



Australian Government

DEFDPA003 Conduct market profiling

Release 2

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Modification History

Release 2. Punctuation errors corrected. Assessment conditions clarified.

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

Application

This unit specifies the skills and knowledge required to conduct market profiling to support public affairs activities.

It includes segmenting the market to identify the target market and profiling the target audience to develop a positioning strategy.

This unit applies to Defence public affairs personnel, but it could apply to any personnel who work in this field.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Persons undertaking this unit work independently or as part of a team and perform specific tasks in familiar contexts.

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

Pre-requisite Unit

Not applicable

Competency Field

Defence Public Affairs

Unit Sector

Not applicable

Elements and Performance Criteria

ELEMENTS

PERFORMANCE CRITERIA

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

1 Segment the market

- 1.1** Identify criteria to use in segmenting the market in accordance with the marketing/media plan
- 1.2** Access sources of information for segmenting and profiling markets in accordance with the marketing/media plan
- 1.3** Segment the market in accordance with identified criteria
- 1.4** Review market segments for their usefulness in terms of size, potential, distinctive needs, easy identification of members, and/or distinctive media use patterns

2 Identify the target market

- 2.1** Define the target market in terms of the stakeholders to be included as prospective users of a product or service, and in terms of the selected market segment/s
- 2.2** Explain the target market segments
- 2.3** Identify available strategic options and select the targeting strategy in accordance with operational policy and procedures

3 Profile target audience

- 3.1** Outline the total market and the selected market segment/s in the form of a stakeholder profile
- 3.2** Use demographic and/or psychographic profiles in accordance with the requirements of the marketing/media plan
- 3.3** Apply language, format, content and level of detail so that the profile is consistent with organisational requirements

4 Develop a positioning strategy

- 4.1** Identify a viable positioning strategy
- 4.2** Draft a marketing/positioning plan that aligns strategy with stakeholder profile
- 4.3** Consult with organisational stakeholders to ensure strategy aligns with organisational goals/mission

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit supersedes and is equivalent to DEFPA003 Conduct market profiling.

Links

Companion Volume implementation guides are found in VETNet -

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