



Australian Government

PUAPRS20529B Manage marketing requirements

Release 3

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Modification History

Release	TP Version	Comments
2	PUA12 V2	Layout adjusted. No changes to content
1	PUA00 V8.1	Primary release on TGA

Unit Descriptor

This unit covers competency in managing the marketing of the entrepreneurial activities of the organisation.

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

Application of the Unit

This unit is relevant to workers undertaking marketing activities linked specifically to entrepreneurial organisational activities.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Evaluate markets and organisation's capacity for service	1.1 Markets for existing or new service/product opportunities for the organisation are identified, researched and analysed for possible entry and/or development 1.2 An audit of existing service capacities is undertaken to identify scope for increased service provision 1.3 Preferred business profile is identified from business <i>plans</i> and other organisational documentation 1.4 Economic, <i>community environmental and political trends</i> are assessed for relevance against the organisation's profile
2. Develop marketing strategies and plans	2.1 Alternative and innovative <i>marketing strategies</i> for the organisation are identified and compared with existing systems 2.2 Services and markets for the organisation are clearly identified from reliable information 2.3 Marketing strategies incorporate suitable advice from qualified marketing professionals if required 2.4 Marketing <i>service organisations</i> are identified and services accessed where appropriate 2.5 Cost-effective <i>promotional plans</i> and pricing strategies are developed for services. 2.6 Proposed service/product is tested to verify demand, strategies, cost and ability to deliver
3. Implement marketing strategies	3.1 Suitable advertising and other <i>promotional strategies</i> are evaluated for cost-effectiveness 3.2 Plans, schedules and targets are set for the introduction of new or improved services 3.3 The organisation's marketing strategy and each employee's role and responsibility within it are communicated to relevant personnel 3.4 Plans take into account the nature of the target client and business and seasonal cycles 3.5 Planned measures are taken to educate clients in value-added services provided by the organisation 3.6 Implementation is directed toward achieving outcomes defined in the marketing strategy
4. Monitor marketing	4.1 <i>Evaluation criteria</i> to assess the effectiveness of

strategy

marketing are established

4.2 Accurate records are kept against evaluation criteria to enable reliable decisions on performance to be made

4.3 Marketing strategy is regularly adjusted in response to monitoring of performance

Required Skills and Knowledge

This describes the essential skills and knowledge and their level, required for this unit.

Required Skills

- business negotiation
- written and verbal communication
- budgeting
- analytical skills applied market research and assessments
- planning and scheduling of monitoring activities
- presentation
- maintaining records or database
- research
- basic computer literacy including word processing

Required Knowledge

- marketing principles and practice
- performance evaluation measures
- competitor's strengths and weaknesses
- business planning process
- organisation's customer relations policies
- market conditions and forces

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

It is essential for this unit that competence be demonstrated in:

- demonstrated capacity to develop marketing strategy from given data and evaluate strategy
- demonstrated knowledge of a range of promotional strategies

Consistency in performance

Evidence is best obtained by citing a marketing strategy prepared for normal organisation operating conditions, including evidence of process followed

Context of and specific resources for assessment

Context of assessment

On the job or in a simulated work environment

Specific resources for assessment

No special requirements

Method of assessment

In a public safety environment assessment is usually conducted via direct observation in a training environment or in the workplace via subject matter supervision and/or mentoring, which is typically recorded in a competency workbook.

Assessment is completed using appropriately qualified assessors who select the most appropriate method of assessment.

Assessment may occur in an operational environment or in an agency-approved simulated work environment. Forms of assessment that are typically used include:

- direct observation
- interviewing the candidate
- journals and workplace documentation
- third party reports from supervisors
- written or oral questions

Range Statement

<p>The Range Statement relates to the Unit of Competency as a whole. It allows for different work environments and situations that may affect performance. <i>Bold italicised</i> wording in the Performance Criteria is detailed below.</p>	
<p><i>Community, environment, political trends</i> may include:</p>	<ul style="list-style-type: none"> • conservation • crime trends • degree of knowledge • news coverage • popular attitudes • stability • security issues
<p><i>Plans</i> may include:</p>	<ul style="list-style-type: none"> • budgets • business plans • marketing plans
<p><i>Marketing strategies</i> may include:</p>	<ul style="list-style-type: none"> • target markets by client group • location • core function • service type • internal and external clients
<p><i>Service organisations</i> may include:</p>	<ul style="list-style-type: none"> • advertising agencies • marketing consultants • industry associations
<p><i>Promotional plans</i> take account of:</p>	<ul style="list-style-type: none"> • objectives of the promotion • venue and location • duration • style and format of the promotion • technical equipment required • number of invitees • promotional materials • budget • control of invitations • staffing implications • possible cooperative approaches with other organisations • organisation goals • mission • vision to ensure marketing profile • impact of government legislation on marketing functions
<p><i>Promotional strategies</i> may</p>	<ul style="list-style-type: none"> • a combination of:

include:	<ul style="list-style-type: none"> • pricing • public relations • image and presentation • advertising • community education • involvement
<i>Assessment of existing capacity</i> may include:	<ul style="list-style-type: none"> • competency levels • geographic location • condition and type of facilities and equipment • current workloads • new technology
<i>Evaluation criteria</i> may include:	<ul style="list-style-type: none"> • volume of billed business • public response rates • cost per lead • conversion rates • surveys on attitudes • views of company

Unit Sector(s)

Not applicable.