



Australian Government

Assessment Requirements for SIRXMKT001 Support marketing and promotional activities

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- support the implementation of one marketing or promotional activity by:
 - accessing organisational marketing plan and determining activity requirements and own responsibilities
 - displaying and maintaining activity resourcing and materials
 - communicating activities to customers.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- organisational policies and procedures for the implementation of marketing and promotional activities as relevant to own role
- promotional and marketing resourcing
- techniques for supporting the achievement of marketing and promotional objectives
- techniques for communicating and promoting marketing and promotional activities to customers.

Assessment Conditions

Skills must be demonstrated in a retail environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- organisational policies and procedures for the implementation of marketing and promotional activities as relevant to own role
- marketing or promotional plans.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>