



Australian Government

Department of Education, Employment and Workplace Relations

SIRXMPR002A Provide marketing and promotion program support

Revision Number: 2

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
Second Release	Editorial updates

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to support promotional and marketing programs as a frontline sales staff member.

Application of the Unit

This unit applies to frontline sales personnel who are responsible for supporting enterprise promotional and marketing programs by confirming timing and purpose of programs, responding to enquiries and ensuring materials are available to internal and external customers.

Licensing/Regulatory Information

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

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element

Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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| <ol style="list-style-type: none"> 1. Confirm promotional and marketing activities. | <ol style="list-style-type: none"> 1.1. Obtain and confirm timing and purpose of <i>marketing and promotional programs</i>. 1.2. Access <i>relevant sources of information</i> regarding upcoming promotional activities. 1.3. Confirm own role in supporting specific marketing and promotional programs with <i>relevant supervisory personnel</i>. 1.4. Communicate details of marketing and promotional programs to <i>customers</i> as directed. |
| <ol style="list-style-type: none"> 2. Respond to enquiries on promotional and marketing activities. | <ol style="list-style-type: none"> 2.1. Receive and action enquiries concerning marketing and promotional programs according to <i>business policy and procedures</i>. 2.2. Provide accurate details of marketing and promotional programs on demand to internal or external personnel, according to business policy and procedures. |
| <ol style="list-style-type: none"> 3. Support marketing and promotional programs. | <ol style="list-style-type: none"> 3.1. Secure <i>campaign-related marketing materials</i> to meet internal or external demand. 3.2. Issue campaign-related marketing materials to meet internal or external requests according to business policy and procedures. 3.3. Lodge orders for additional campaign-related marketing materials in a timely manner. |

Required Skills and Knowledge

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

Required skills

- interpersonal skills to:
 - access information
 - confirm own role
 - conveying accurate details of promotional or advertising programs to customers
 - respond to enquiries on marketing and promotional activities and through clear and direct communication
 - use open and closed questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- literacy skills to:
 - interpret promotional campaign information and instructions
- self management skills to:
 - respond accurately to enquiries on marketing and promotional activities
 - initiate orders for promotional or advertising support merchandise

Required knowledge

- upcoming and ongoing promotional schedule, plans and activities
- support requirements and expectations
- processing promotional enquiries according to business policy and requirements
- roles of management personnel
- ways to support marketing and promotional programs

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

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

Evidence of the following is essential:

- accurate monitoring and confirmation of upcoming and ongoing store promotional and advertising programs
- consistent confirmation of own role and responsibilities to support marketing and promotional programs
- ability to accurately determine details of advertising and promotional programs
- accurate and clear communication of advertising and promotional program details to answer identified external and internal queries
- timely provision of merchandising and support resources to nominated personnel implementing advertising and promotional programs.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - store policy and procedures manuals
 - campaign details
 - campaign marketing materials.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of the candidate in the workplace
- third-party reports from a supervisor
- customer feedback
- role play
- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Promotional and marketing programs may include:

- manufacturer product or service campaigns
- loyalty programs
- catalogue offers
- vouchers
- seasonal campaigns
- events
- new lines
- new store
- sales discounts
- special displays.

Relevant sources of information may include:

- work procedures and internal manuals
- enterprise operating procedures and instructions
- written instructions such as data exchange, emails.
- other staff and supervisors.

Relevant supervisory personnel may include:

- team leader
- department manager
- manager.

Customers may include:

- new and existing customers
- internal or external customers
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.

Business policy and procedures may include:

- operating procedures and instructions
- legislation and regulations
- quality assurance systems procedures and policies
- supplier instructions
- safety instructions.

Campaign-related marketing materials may include:

- advertising materials
- display stands
- flyers
- gift merchandise and promotional materials
- staff uniforms, badges and hats
- customer loyalty cards
- vouchers and discount vouchers.

Unit Sector(s)

Cross-Sector

Competency field

Marketing and Public Relations