



Australian Government

Department of Education, Employment and Workplace Relations

SIRXMPR008A Implement advertising and promotional activities

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 implement advertising and promotional activities to promote the sale of products and services provided to wholesale business customers.

Application of the Unit

This unit applies to personnel involved in the targeting of advertising and joint promotional programs to promote the sale of products and services. It encompasses analysis of previous activities, organising and coordinating new activities and evaluating the success of the activities.

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.
1. Analyse previous promotional activities.	1.1. Analyse <i>historical data</i> on previous <i>advertising and promotional activities</i> . 1.2. Assess relevant <i>forecasts and trends</i> required for setting advertising and promotional plans.
2. Organise advertising and promotions.	2.1. Manage and implement advertising and promotional activities according to <i>business policy and procedures</i> . 2.2. Organise promotional activities in line with anticipated or researched <i>customer requirements</i> . 2.3. Negotiate arrangements with suppliers in regard to special promotional activities. 2.4. Coordinate promotional activities to maximise <i>mutual benefits</i> . 2.5. Develop <i>evaluation procedures and tools</i> to measure the effectiveness of promotions (including the programs and customer response). 2.6. Document promotional activities and record for future reference. 2.7. Set targets for advertising campaign.
3. Coordinate implementation of advertising campaigns.	3.1. Coordinate <i>personnel</i> involved in advertising campaign. 3.2. Confirm timing for advertising campaign. 3.3. Develop <i>design brief</i> for advertising and marketing. 3.4. Plan <i>support materials and resources</i> . 3.5. Identify resource constraints for advertising and marketing. 3.6. Coordinate production of <i>advertising material</i> and review proofs against the design brief. 3.7. Initiate advertising campaign on time, according to business brief. 3.8. Establish <i>systems</i> for recording and reporting information to enable internal and external personnel to assess the progress of advertising campaigns.
4. Coordinate joint promotional programs.	4.1. Contact relevant business customers to establish <i>joint objectives</i> and content for promotional plans. 4.2. Identify seasonal or special opportunities for joint promotional

- programs.
- 4.3. Identify support materials required for joint promotional programs within required timeframe.
- 4.4. Analyse and report impact of promotional activities on inventory levels.
- 4.5. Advise suppliers and customers in a timely manner on promotional activities and targets.
- 5. Evaluate success of advertising and joint promotional activities.
 - 5.1. Evaluate and report success of joint promotions.
 - 5.2. Evaluate *success* of advertising campaign against targets.
 - 5.3. Achieve maximum customer impact by supporting promotional activities.

Required Skills and Knowledge

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

Required skills

- interpersonal skills to:
 - negotiate arrangements with suppliers
 - coordinate personnel
 - contact customers
 - advise suppliers and customers of promotional activities and targets through clear and direct communication
 - ask questions to identify and confirm requirements
 - share information and give instructions
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- research and analytical skills to:
 - collect, analyse and organise information
 - investigate previous marketing campaigns and historical data
- literacy and numeracy skills to:
 - read and understand business policy and procedures
 - read and interpret a range of written documentation
 - record and analyse data
 - conduct pricing
 - setting targets
- management skills to:
 - develop and implement marketing strategies and campaigns in an analytic and efficient manner
 - establish systems for recording and reporting information for use by others to assess progress of advertising campaigns
 - coordinate multiple players in joint promotional campaigns
 - develop and use strategies to evaluate success of promotional activities

Required knowledge

- awareness of advertising events and relevant customers to be contacted
- advertising and promotional plans
- historical data on promotional programs
- previous coordination requirements for campaigns, promotions and advertising activities
- target measurement and evaluation techniques
- factors determining success of joint advertising and promotional programs
- relevant business policy and procedures
- identification, correct use and maintenance of workplace technology

- Work Health and Safety (WHS) aspects of job
- logistics
- relevant commercial law and legislation relating to advertising and promotional activities

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:

- implements successful advertising and promotional campaigns according to business policy and procedures
- applies analysis and evaluation of previous promotional activities completed for products and services when planning future promotions, within a defined market and time period
- organises and coordinates individual and joint advertising and promotional programs in a satisfactory and timely manner to meet agreed performance targets
- accurately determines the impact of promotional program on inventory levels.

Context of and specific resources for assessment

- Assessment must ensure access to:
- a real or simulated work environment
- relevant documentation, such as:
 - business policy and procedures manuals
 - sales and service delivery targets and plans
 - records of previous promotional activities
 - a market.

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
- review of portfolio of evidence
- written or verbal questioning to assess knowledge and understanding.

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.

Historical data may include:

- regional-specific buying behaviour
- demographics
- market characteristics
- social factors
- behavioural factors
- psychographic factors, e.g. lifestyle profiles.

Advertising and promotional activities may include:

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

Forecast and trend information may be collected by:

- database or internet searches
- telephone
- fax
- mail
- verbal meetings.

Business policy and procedures may relate to:

- market forecasting and research
- maintaining and utilising client records
- promotional and marketing programs
- evaluation of promotional and marketing programs
- sale and supply of products and services
- interpersonal communication
- interaction with customers.

Customer requirements may include:

- brand
- warranty
- storage
- stock availability
- product range
- information on features and benefits of products
- value for money
- method of delivery
- progress tracking of order.

Mutual benefits may include:

- joint promotions
- special events support
- price
- gross profit margins
- collaborative planning
- co-branding
- improved trading terms.

Evaluation procedures and tools to measure promotional outcomes may include:

- stakeholder consultation
- modelling results
- cost-benefit analysis
- data analysis.

Personnel may include:

- internal or external personnel
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities
- people from a range of job roles and responsibilities
- specialist technical staff.

Design brief may include:

- plans or documents developed by hand
- plans or documents developed using appropriate computer software.

Support materials and resources may include:

- merchandising and promotional materials
- personnel
- uniforms
- payments
- consumables
- transportation
- gifts or vouchers.

Advertising material may vary to accommodate regional variations in:

- demographics
- economics
- competition

- social and cultural factors
 - political influences
 - legal factors
 - natural factors
 - technology.
- Systems* for recording and reporting information may be:
- manual
 - electronic
 - automated
 - scheduled.
- Joint objectives* will vary based on:
- product, range, line, or category performance requirements
 - objectives such as those for price, profit, brand share, market share.
- Success* may be evaluated against:
- key performance indicators
 - strategic objectives
 - price
 - market and sales indicators
 - brand value
 - quality standards and criteria
 - performance benchmarks
 - milestones.

Unit Sector(s)

Cross-Sector

Competency field

Marketing and Public Relations