



Australian Government

SITXMPR012 Coordinate marketing activities

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan and coordinate a range of marketing and promotional activities at an operational level. The unit incorporates knowledge of marketing principles.

The unit applies to all industry sectors, and to individuals who are responsible for coordinating marketing activities within the parameters of an established marketing strategy. Individuals working independently with limited supervision undertake this role. This could include marketing coordinators or managers and owner-operators of small businesses.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.

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

Pre-requisite Unit

Nil

Competency Field

Marketing and Public Relations

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Plan and organise marketing activities.

PERFORMANCE CRITERIA

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

- 1.1. Plan marketing activities according to marketing plan or other organisational systems.
- 1.2. Identify, analyse and incorporate relevant market information and legal, ethical and sustainability requirements into short-term planning.
- 1.3. Confirm target markets and marketing medium.

- 1.4. Evaluate potential and suitability of marketing opportunities that arise.
- 1.5. Proactively seek and evaluate innovative marketing opportunities, including use of new technologies and media.
- 1.6. Develop and implement action plans to address operational details.
2. Undertake a general public relations role.
 - 2.1. Establish and conduct positive relationships with industry and media colleagues.
 - 2.2. Use networks to support marketing activities.
 - 2.3. Develop public relations resources as required, including media releases and industry or media support materials.
3. Review and report on marketing activities.
 - 3.1. Review activities according to agreed evaluation methods and incorporate results into future planning.
 - 3.2. Prepare reports according to organisational policy and required timeframes.
 - 3.3. Present current and clear market intelligence to inform sales and marketing planning.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	<ul style="list-style-type: none"> • interpret market trend information and marketing plans.
Oral communication skills to:	<ul style="list-style-type: none"> • liaise with industry and media colleagues.
Numeracy skills to:	<ul style="list-style-type: none"> • work within marketing budgets.
Problem-solving skills to:	<ul style="list-style-type: none"> • proactively identify and respond to implementation challenges.
Planning and organising skills to:	<ul style="list-style-type: none"> • coordinate operational details.
Self-management skills to:	<ul style="list-style-type: none"> • take responsibility for quality and outcomes of marketing activities.
Technology skills to:	<ul style="list-style-type: none"> • work with current web-based marketing technologies.

Unit Mapping Information

Supersedes and is equivalent to SITXMPR004 Coordinate marketing activities.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>