



Australian Government

SITXMPR014 Develop and implement marketing strategies

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to analyse internal and external business environments and develop and evaluate marketing strategies and plans for products and services.

The unit applies to all industry sectors, and to individuals in senior marketing or management roles. This may include those whose primary role is marketing related, or those for whom marketing is a part of a broader job responsibility.

Marketing strategies could be for a new or existing product or service, a small or medium-sized business organisation, a destination or a specific project, such as an event.

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. Collect and analyse information on the internal business environment.

PERFORMANCE CRITERIA

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

- 1.1. Confirm core activities, customer base, business values and current business direction.
- 1.2. Identify and analyse information on current and past marketing and its effectiveness.
- 1.3. Review business performance information to identify

- strengths, weaknesses and critical success factors.
- 1.4. Identify and record current capabilities and resources, including the need for specialist assistance.
 - 1.5. Record and report information according to organisational requirements.
 2. Collect and analyse information on the external business environment.
 - 2.1. Identify and analyse information on expected market growth or decline, and associated risk factors.
 - 2.2. Record and analyse projected changes in the labour force, population and economic activity.
 - 2.3. Gather and analyse comparative market information.
 - 2.4. Identify and analyse industry and customer trends and developments, including emerging technologies and innovations.
 - 2.5. Identify and analyse legal, ethical and sustainability requirements and potential business impacts.
 - 2.6. Record and report information according to organisational requirements.
 3. Develop marketing strategies.
 - 3.1. Identify and analyse opportunities based on internal and external market analysis.
 - 3.2. Explore new and innovative marketing approaches.
 - 3.3. Develop marketing strategies that are consistent with direction and values of the organisation.
 - 3.4. Develop strategies in consultation with key stakeholders, integrating legal, ethical and sustainability considerations.
 4. Prepare marketing plan.
 - 4.1. Formulate marketing plan that clearly communicates priorities, responsibilities, timelines and budgets.
 - 4.2. Provide timely opportunities for colleagues to contribute to marketing plan.
 - 4.3. Submit marketing plan for approval according to organisational policy.
 5. Implement and monitor marketing activities.
 - 5.1. Implement and monitor activities detailed in plan according to schedule and contingencies.
 - 5.2. Produce marketing reports according to organisational policy.
 - 5.3. Share information on marketing activities with operational staff to maintain awareness of current organisational focus.
 6. Conduct ongoing evaluation.
 - 6.1. Evaluate marketing activities using agreed methods and benchmarks.
 - 6.2. Make adjustments according to evaluation.
 - 6.3. Communicate and implement agreed changes.

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:	• research business and marketing information.
Planning and organising skills to:	• coordinate planning and implementation processes.
Technology skills to:	• evaluate the potential of current and emerging marketing technologies.

Unit Mapping Information

Supersedes and is equivalent to SITXMPR007 Develop and implement marketing strategies.

Links

Companion Volume implementation guides are found in VETNet -

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