



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SITXMPR001A Coordinate production of brochures and marketing materials**

**Revision Number: 1**

## **SITXMPR001A Coordinate production of brochures and marketing materials**

### **Modification History**

Not applicable.

### **Unit Descriptor**

#### **Unit descriptor**

This unit describes the performance outcomes, skills and knowledge required to coordinate the development of brochures and other marketing materials. It requires the ability to source information to be included; obtain production quotations; develop or outsource copy; and design, check and approve final content.

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

## Application of the Unit

<b>Application of the unit</b>	<p>This unit describes a complex sales and marketing skill for those working within the service industries and applies to the full range of industry sectors and environments.</p> <p>Brochures and marketing materials can be devised to promote any product, service or event; a group of products being cooperatively marketed; or even a whole city, region or tourist precinct.</p> <p>This unit does not include all the skills of a professional graphic designer or copywriter. Rather it reflects the more general skills needed by a large range of service industry personnel involved in sales and marketing activities.</p> <p>Frontline sales and marketing personnel who operate with some level of autonomy or under limited supervision and guidance from others would be responsible for coordinating the production of brochures and marketing materials. Managers and owner-operators of small businesses would also undertake this activity.</p>
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## Licensing/Regulatory Information

Not applicable.

## Pre-Requisites

<b>Prerequisite units</b>	Nil
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## Employability Skills Information

<b>Employability skills</b>	<p>The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.</p>
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## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

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

## Elements and Performance Criteria

### ELEMENT

### PERFORMANCE CRITERIA

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|--|--|
| 1 Plan the production of brochures and marketing materials.  | 1.1 Plan for the production of <b><i>brochures and marketing materials</i></b> according to organisation objectives, marketing focus and other issues that impact on the production process. |
|  | 1.2 <b><i>Consider factors</i></b> in the planning of brochures.   |
|  | 1.3 Create detailed action plans for the production process, including timelines, responsibilities and budget.   |
| 2 Produce information for inclusion.                         | 2.1 Produce or obtain from the appropriate source accurate and complete <b><i>information for inclusion</i></b> .  |
|  | 2.2 Present information in a clear and easily understood format.   |
|  | 2.3 Present information in a culturally appropriate way.   |
| 3 Obtain quotations for artwork and printing as appropriate. | 3.1 Provide <b><i>accurate and complete specifications</i></b> to quoting organisations within appropriate timeframe.  |
|  | 3.2 Obtain comprehensive quotations with full details of potential variations to cost and conditions that may apply.   |

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
4 Develop final copy for brochures and marketing materials.	<ul style="list-style-type: none"><li>4.1 Develop copy using basic creative writing techniques or outsource to sell the products presented.</li><li>4.2 Produce copy that provides accurate practical and operational details.</li><li>4.3 Present all costs accurately with notes about conditions that may apply.</li><li>4.4 Present general conditions clearly and accurately according to organisation policy.</li><li>4.5 Check all copy for accuracy prior to submission to internal or external art house or printers.</li></ul>
5 Coordinate the print production of brochures and marketing materials.	<ul style="list-style-type: none"><li>5.1 Liaise with production house or responsible staff members in a manner that permits accurate monitoring of production schedule.</li><li>5.2 Check and correct all production work as required.</li><li>5.3 Re-check and gain approval of appropriate authority only when totally accurate.</li><li>5.4 Approve artwork according to organisation guidelines prior to commencement of printing.</li><li>5.5 Obtain and deliver brochures and marketing materials on schedule and establish contingency plans to allow for situations where timelines may be exceeded.</li></ul>

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

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

The following skills must be assessed as part of this unit:

- high-level literacy skills to create copy or check quality of outsourced copy, to interpret quotations and conditions and to proofread all contents of draft materials
- high-level verbal and written communication skills to explain complex requirements and specifications
- high-level numeracy skills to calculate costs and quantities of materials to be produced, sizing of layouts and components, and total size of final materials.

The following knowledge must be assessed as part of this unit:

- in-depth understanding of the objectives of the material and knowledge of the market for which material is required
- general awareness of potential of material for use on websites
- print production processes and terminology, including copy, film, artwork, 2-colour process, 4-colour process, final art, proofreading, bromide, print-ready, PDF file, author's corrections and transparencies
- printing and industry conventions in relation to placement of information, page numbering and copyright information
- quality indicators in brochure production, including readability, photographic quality, effective use of colour and spacing requirements
- current production technology
- creative writing techniques used for the content of brochures and other marketing materials
- procedures and requirements for preparation and proofing of material
- broad understanding of copyright laws and restrictions that apply to the inclusion of certain materials and content within brochures and other marketing materials
- procedures for copyright clearance of restricted materials.

## Evidence Guide

### 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

## EVIDENCE GUIDE

Guidelines for this Training Package.

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

Evidence of the following is essential:

- coordination of all elements of development and production process for brochures and marketing material
- ability to produce materials that meet stated objectives, provide current and accurate information and are free of errors
- knowledge and understanding of current production processes and terminology and copyright restrictions
- production of brochures and marketing materials within typical workplace time constraints that meet determined deadlines.

### **Context of and specific resources for assessment**

Assessment must ensure:

- that the candidate has accessed a fully equipped office environment using appropriate computers, printers, communication technology, information and software programs to facilitate the processes involved in coordinating the production of brochures and marketing materials
- access to an operation for which brochures and marketing materials would be developed, or access to comprehensive and sufficient information about that operation to allow the candidate to fully coordinate the production of actual brochures and marketing materials to meet a specified market need for a commercially realistic operation
- access to technology and materials for the production of brochures and marketing materials
- interaction with suppliers such as graphic designers, print production organisations and copywriters.

## EVIDENCE GUIDE

### Methods of assessment

A range of assessment methods should be used to assess the practical skills and knowledge required to coordinate the production of brochures and marketing materials. The following examples are appropriate for this unit:

- evaluation of brochures or other marketing materials produced by the candidate
- written and oral questioning or interview to test knowledge of brochure coordination and production processes, copyright laws and clearance procedures
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

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

- SITXMGT006A Establish and conduct business relationships
- SITXMPR004A Coordinate marketing activities.

### Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

## Range Statement

### 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.

## RANGE STATEMENT

***Brochures and marketing materials*** may include:

- product brochures
- destinational guides
- promotional flyers and leaflets
- conference programs and registration forms
- event prospectus
- display materials
- product support manuals
- advertising materials
- direct mail pieces
- invitations.

***Factors that must be considered in the planning of brochures*** are:

- objectives of the material
- market for which material is required
- review of competitive materials
- style and size of material
- accessibility issues, such as the need to provide materials in alternative formats
- time parameters
- available budget
- in-house production capabilities
- internal and external distribution considerations
- availability of required information
- legal requirements or restrictions.

***Information for inclusion*** may be:

- supplier information
- photos
- maps
- tariff details
- special offers or incentives
- advertisements
- sponsor messages
- logos.

**RANGE STATEMENT**

*Accurate and complete specifications* must include:

- size
- number of colours
- type of paper
- number of photographs
- layout and style of text
- total number required
- conditions of contract
- production and delivery deadlines.

**Unit Sector(s)**

**Sector**

Cross-Sector

**Competency field**

**Competency field**

Marketing and Public Relations