



Australian Government

Department of Education, Employment and Workplace Relations

SITXMPR005A Develop and manage marketing strategies

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to develop and manage marketing strategies, including developing a marketing plan. The actual conduct of activities that generally takes place within the framework of marketing plans is covered in various other units such as SITXMPR001A Coordinate production of brochures and marketing materials, and SITXMPR004A Coordinate marketing activities.

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

Application of the Unit

Application of the unit

This unit applies to individuals operating in a management capacity who are responsible for developing marketing strategies and plans. This may include managers whose primary role is marketing related or those for whom marketing is a part of the overall job responsibility.

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

Units and qualifications for marketing specialists are found in the Business Services Training Package.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills 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.

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

- | | | | |
|---|---|-----|--|
| 1 | Collect and analyse information on the internal business environment. | 1.1 | Identify and confirm core activities, customer base, business values and current business direction. |
| | | 1.2 | Identify and analyse <i>information</i> on current and past marketing and its effectiveness. |
| | | 1.3 | Review performance information from all areas of the |

ELEMENT	PERFORMANCE CRITERIA
	<p>business to identify strengths, weaknesses and critical success factors.</p> <p>1.4 Identify and record current <i>capabilities and resources</i>, including the need for specialist assistance.</p> <p>1.5 Identify any under-performing products and services and analyse and report on reasons for under-performance.</p> <p>1.6 Record and report information according to organisation requirements.</p>
2 Collect and analyse information on the external business environment.	<p>2.1 Identify and analyse information on expected market growth or decline with associated risk factors.</p> <p>2.2 Record and analyse projected changes in the labour force, population and economic activity.</p> <p>2.3 Gather and analyse <i>comparative market information</i>.</p> <p>2.4 Identify and analyse industry and customer <i>trends and developments</i>, including emerging issues and technology.</p> <p>2.5 Identify and analyse legal, ethical and environmental constraints of the market and potential business impacts.</p> <p>2.6 Record and report information according to organisation requirements.</p>
3 Develop marketing strategies.	<p>3.1 Identify and analyse specific opportunities based on internal and external market analysis.</p> <p>3.2 Develop marketing strategies that are consistent with direction, values and business plans of the organisation.</p> <p>3.3 Ensure marketing strategies meet <i>legal and ethical constraints</i>.</p> <p>3.4 Develop strategies in consultation with key stakeholders.</p>
4 Prepare marketing plan.	<p>4.1 Formulate marketing plan to clearly communicate all priorities, responsibilities, timelines and budgets.</p> <p>4.2 Provide timely opportunities for colleagues to contribute to marketing plan.</p> <p>4.3 Submit marketing plan for approval where appropriate</p>

ELEMENT**PERFORMANCE CRITERIA**

according to organisation policy.

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|---|---|-----|---|
| 5 | Implement and monitor marketing activities. | 5.1 | Implement and monitor activities detailed in the plan in a cost-efficient manner and according to schedule and contingencies. |
| | | 5.2 | Produce marketing reports according to organisation policy. |
| | | 5.3 | Share information on marketing activities with operational staff to maintain awareness of current organisation 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 promptly. |

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:

- research and analytical skills to analyse internal and external business environments
- planning and organisational skills to implement the marketing plan
- literacy skills to analyse a wide range of complex market and business information from varied sources
- numeracy skills to develop marketing resource strategies and scenarios.

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

- data collection tools and research methodologies of particular relevance to marketing
- marketing planning techniques and formats
- internal and external issues that impact on market planning in a given industry context
- in-depth knowledge of industry marketing and distribution networks in the relevant context
- legal issues that impact on marketing activities including Trade Practices and Fair Trading legislation.

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 Guidelines for this Training Package.

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

Evidence of the following is essential:

- ability to develop a marketing strategy and plan for a specific tourism or hospitality product, service or organisation that identify current and relevant industry organisation marketing issues and include a detailed, realistic implementation program
- knowledge and understanding of specific implementation and monitoring issues

EVIDENCE GUIDE

- project or work activities conducted over a period of time to allow the candidate to develop and implement a marketing strategy for a given product or service
- development and implementation of a marketing strategy that targets and involves individuals or businesses with a genuine interest or potential in purchasing the product or service.

Context of and specific resources for assessment

Assessment must ensure:

- involvement of stakeholders in the planning process
- involvement of customers to whom products and services are marketed.

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:

- evaluation of the marketing aspects of a project conducted by the candidate, either alone or in conjunction with industry
- evaluation of reports prepared by the candidate detailing marketing plans and results achieved
- case studies to assess application of marketing planning to different industry situations and contexts
- 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.

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.

Sources of information may include:

- peers
- internet
- official statistics
- government agencies
- industry associations
- business advisory services
- financial institutions
- industry publications.

Capabilities and resources may include:

- human resources
- financial resources
- equipment capacity
- staff skill levels
- hours of operation
- communication capabilities
- location and position
- e-business capacity.

Comparative market information may include:

- best practice information
- benchmarking
- competitor information.

RANGE STATEMENT

Trends and developments may be:

- economic
- ecological and environmental
- government activities
- social and cultural
- demographic
- technological
- industrial.

Legal and ethical constraints may include:

- legislation
- regulations
- codes of practice
- cultural expectations and influences
- social responsibilities, such as protection of children and environmental protection.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Marketing and Public Relations