



**Australian Government**

# **SITXMPR401 Coordinate production of brochures and marketing materials**

**Release 2**

# SITXMPR401 Coordinate production of brochures and marketing materials

## Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.2	Correction to mapping to show non equivalence.
1.0	N Replaces and is not equivalent to SITXMPR001A Coordinate production of brochures and marketing materials. Minor adjustments to expression of content to streamline and improve unit. Added trade practices to Required knowledge. Added sustainability. More emphasis on physical and virtual.

## Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to coordinate the development process for brochures and other marketing materials from a content and production perspective.

## Application of the Unit

This unit applies to all industry sectors and all types of marketing materials, both physical and virtual. People working independently with limited supervision undertake this role.

Depending on the business context, this could include sales and marketing personnel, managers, and owner-operators of small businesses.

This unit reflects the general skills needed by those involved in sales and marketing activities and does not include the skills required by professional graphic designers or copywriters.

## Licensing/Regulatory Information

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

## Pre-Requisites

Not applicable.

## Employability Skills Information

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

Not applicable.

## Elements and 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. Plan production of brochures and marketing materials.       | 1.1 Plan production of <b><i>brochures and marketing materials</i></b> according to marketing objectives.<br>1.2 Evaluate <b><i>factors</i></b> that impact nature of materials and the development process, including sustainability considerations.<br>1.3 Create production plans, including timelines, responsibilities, budget and contingency measures. |
| 2. Produce information for inclusion.                          | 2.1 Produce or obtain accurate and complete <b><i>information for inclusion</i></b> .<br>2.2 Present information in a clear format.<br>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.<br>3.2 Obtain quotations with details of potential variations to cost and conditions that may apply.  |
| 4. Develop final copy for brochures and marketing materials.   | 4.1 Develop copy using basic creative writing techniques or obtain from relevant source.<br>4.2 Integrate accurate, practical and operational details.<br>4.3 Present accurate information about costs and conditions.<br>4.4 Check copy for accuracy prior to submission for production.   |
| 5. Coordinate production of brochures and marketing materials. | 5.1 Liaise with production personnel and monitor schedule.<br>5.2 Check and correct production work as required.<br>5.3 Approve artwork according to organisational guidelines.<br>5.4 Obtain and deliver materials on schedule or action contingency measures.   |

## Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

### Required skills

- communication skills to collaborate with others on technical, organisational and creative issues
- critical thinking skills to evaluate factors that impact on production of marketing materials
- literacy skills to:
  - read and interpret quotations and product conditions
  - proofread draft materials
  - create copy or check quality of outsourced copy
  - research information for inclusion from varied and potentially unfamiliar sources
- planning and organising skills to plan and coordinate all aspects of the production process
- problem-solving skills to respond to challenges that arise in the production of marketing materials
- numeracy skills to:
  - calculate costs and quantities of materials to be produced
  - work with numerical concepts of size, shape and layout
  - work with detailed product costings
- technology skills to:
  - liaise with others about technical production issues
  - work with current industry marketing technologies.

### Required knowledge

- objectives of materials and the market for which material is required
- physical and virtual media marketing opportunities and factors that impact production of materials in those contexts
- current digital print production technologies, processes and terminology
- printing and industry conventions in relation to placement of information, page numbering and copyright information
- quality indicators in marketing material production, including:
  - readability
  - photographic quality
  - effective use of colour
  - spacing requirements
- creative writing techniques used for the content of brochures and other marketing materials
- procedures and requirements for preparation and proofing of material
- copyright laws and restrictions that apply to the inclusion of certain content in brochures and other marketing materials
- procedures for copyright clearance of restricted materials

- trade practices requirements around the need for accuracy of information in marketing materials.

## Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

### Overview of assessment

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

Evidence of the ability to:

- coordinate all aspects of the development process and produce materials within specified deadlines
- produce materials that meet stated objectives, provide current and accurate information, and are free of errors
- demonstrate knowledge of current production processes, terminology and copyright restrictions.

#### Context of and specific resources for assessment

Assessment must ensure use of:

- a real or simulated product or service for which brochures and marketing materials can be developed
- current information and communications technology for the development of content
- suppliers, such as graphic designers, print production organisations and copywriters with whom the individual can interact.

#### Method 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 physical or virtual marketing materials produced by the individual
- written or oral questioning to assess knowledge of 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 individual.

#### Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example:

- SITXMGT501 Establish and conduct business relationships
- SITXMPR404 Coordinate marketing activities.

## 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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

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

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

***Factors*** for consideration during planning may relate to:

- accessibility, such as the need to provide materials in alternative formats
- availability of information
- design issues:
  - style
  - size
- legal requirements
- marketing considerations:
  - distribution considerations
  - market for review of competitive materials
  - objectives
- resource constraints:
  - budget
  - in-house capability
- technology:
  - digital media opportunities
- objectives of the material
- sustainability considerations
- time parameters.

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

- advertisements
- logos
- maps
- photos
- special offers or incentives
- sponsor messages

*Accurate and complete specifications* include:

- supplier information
- tariff details.
- conditions of contract
- delivery platform
- interactivity requirements
- layout and style of text
- number of colours
- number of photographs
- production and delivery deadlines
- size
- total number required
- type of paper (for print-based materials).

## **Unit Sector(s)**

Cross-Sector

## **Competency Field**

Marketing and Public Relations