



Australian Government

SITXMPR404 Coordinate marketing activities

Release 2

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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 SITXMPR004A Coordinate marketing activities. Minor adjustments to expression of content to streamline and improve unit. Added innovation, legal, ethical and sustainability. Added more on new technologies and media.

Unit Descriptor

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.

Application of the Unit

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

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.

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|---|---|
| 1. Plan and organise marketing activities. | <ul style="list-style-type: none"> 1.1 Plan <i>marketing activities</i> according to marketing plan or other organisational systems. 1.2 Identify, analyse and incorporate relevant market information and <i>legal, ethical and sustainability issues</i> into short term planning. 1.3 Confirm target markets and marketing medium. 1.4 Evaluate <i>potential and suitability</i> 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 <i>operational details</i>. |
| 2. Undertake a general public relations role. | <ul style="list-style-type: none"> 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. | <ul style="list-style-type: none"> 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. |

Required Skills and Knowledge

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

Required skills

- communication skills to establish and conduct positive business relationships
- critical thinking skills to evaluate the potential of different marketing activities
- initiative and enterprise skills to proactively identify and respond to new opportunities
- literacy skills to:
 - interpret market trend information and marketing plans
 - develop detailed action plans for marketing activities
 - prepare media releases and marketing reports
- numeracy skills to work within marketing budgets
- planning and organising skills to coordinate diverse and unpredictable operational details
- problem-solving skills to proactively identify and respond to potentially complex implementation challenges
- self-management skills to take responsibility for the quality and outcomes of marketing activities
- technology skills to work with current web based marketing technologies.

Required knowledge

- content and structure of marketing plans
- key marketing principles, including the marketing management process and the four Ps - product, place, price and promotion
- industry structure and interrelationships, industry networks and information sources
- industry and market knowledge appropriate to the sector and organisation, including:
 - distribution and marketing networks, especially those that support the product or service being promoted, including e-business options and major promotional events
 - commission structures
 - current customer and market trends and preferences
- features, benefits and practical application of marketing activities commonly used in the service industries, including:
 - advertising
 - familiarisations
 - in-house promotions
 - public relations
 - social media
 - trade and consumer shows
 - signage and display
- legal issues that impact on the marketing of products and services, including consumer protection provisions
- ethical considerations for marketing activities, including:

- appropriate use of images and text
- protection of children
- targeting of particular groups in the community
- sustainability considerations for marketing activities, including:
 - reducing waste of printed materials
 - sustainability as a marketing tool.

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:

- plan and coordinate multiple and different marketing activities for an operation, product or service
- integrate knowledge of the relevant industry, including structure and interrelationships, industry networks, information sources, and distribution and marketing networks
- integrate knowledge of the types of marketing activities used in the relevant industry sector and major industry promotional events
- demonstrate knowledge of marketing principles and their application to practical workplace activities.

Context of and specific resources for assessment

Assessment must ensure use of:

- real or simulated products or services for which the individual can conduct marketing activities
- current information and communications technology used by industry for marketing activities
- marketing plans and operational marketing documents, such as action plans and marketing reports.

Method 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 marketing activities planned and conducted by the individual, including reports on lessons to be learned for future activities
- evaluation of critiques prepared by the individual about industry marketing activities
- use of case studies to assess the application of marketing knowledge to different industry situations
- written or oral questioning to assess knowledge of marketing principles, structure of the industry, industry interrelationships, distribution networks and legal compliance issues
- 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:

- SITXMPR403 Plan and implement sales 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.

Marketing activities may include:

- advertising
- display and signage
- events
- familiarisations:
 - media
 - trade
- industry and public relations activities
- market research
- product development within scope of individual responsibility
- web-based and social media activities.

Information to be incorporated into the planning process may include:

- competitive activity
- financial statistics
- marketing reports
- marketplace trends
- sales reports.

Legal, ethical and sustainability issues may relate to:

- consumer law and trade practices
- work health and safety obligations
- resource conservation
- targeting of particular groups
- ways of presenting information.

Potential and suitability of promotional activities may relate to:

- consistency with overall marketing direction
- exposure to be achieved
- matching of attendees to target markets
- resource considerations:
 - financial
 - human
- timing of the activity or event.

Operational details may include:

- administrative and procedural requirements
- availability of promotional materials
- available technology
- contracting of other services, such as display
- equipment requirements

- need for external assistance
- potential for cooperative approaches
- public relations implications
- staffing requirements and briefings
- strategies to ensure maximum benefits
- travel arrangements.

Unit Sector(s)

Cross-Sector

Competency Field

Marketing and Public Relations