



**Australian Government**

# **SITXMPR502 Develop and implement marketing strategies**

**Release 1**

## SITXMPR502 Develop and implement marketing strategies

### 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
1.0	<p>E</p> <p>Replaces and is equivalent to SITXMPR005A Develop and manage marketing strategies.</p> <p>Title changed to better reflect the intent and content of the unit. Minor adjustments to expression of content to streamline and improve unit. Added innovation and sustainability.</p>

### Unit Descriptor

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

### Application of the Unit

This 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. Units and qualifications for marketing specialists are found in the BSB07 Business Services Training Package.

Marketing strategies could be developed 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.

### 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

### 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.

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. Collect and analyse information on the internal business environment.</li> </ol> | <ol style="list-style-type: none"> <li>1.1 Confirm core activities, customer base, business values and current business direction.</li> <li>1.2 Identify and analyse <b>information</b> on current and past marketing and its effectiveness.</li> <li>1.3 Review business performance information to identify strengths, weaknesses and critical success factors.</li> <li>1.4 Identify and record current <b>capabilities and resources</b>, including the need for specialist assistance.</li> <li>1.5 Record and report information according to organisational requirements.</li> </ol>   |
| <ol style="list-style-type: none"> <li>2. Collect and analyse information on the external business environment.</li> </ol> | <ol style="list-style-type: none"> <li>2.1 Identify and analyse information on expected market growth or decline with associated risk factors.</li> <li>2.2 Record and analyse projected changes in the labour force, population and economic activity.</li> <li>2.3 Gather and analyse <b>comparative market information</b>.</li> <li>2.4 Identify and analyse industry and customer <b>trends and developments</b>, including emerging technologies and innovations.</li> <li>2.5 Identify and analyse <b>legal, ethical and sustainability issues</b> and potential business impacts.</li> <li>2.6 Record and report information according to organisational requirements.</li> </ol> |
| <ol style="list-style-type: none"> <li>3. Develop marketing strategies.</li> </ol>   | <ol style="list-style-type: none"> <li>3.1 Identify and analyse opportunities based on internal and external market analysis.</li> <li>3.2 Explore new and innovative marketing approaches.</li> <li>3.3 Develop marketing strategies that are consistent with direction and values of the organisation.</li> <li>3.4 Integrate legal, ethical and sustainability considerations.</li> <li>3.5 Develop strategies in consultation with key stakeholders.</li> </ol>   |
| <ol style="list-style-type: none"> <li>4. Prepare marketing plan.</li> </ol>   | <ol style="list-style-type: none"> <li>4.1 Formulate marketing plan that clearly communicates priorities, responsibilities, timelines and budgets.</li> <li>4.2 Provide timely opportunities for colleagues to contribute to marketing plan.</li> </ol>   |

- 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.

## Required Skills and Knowledge

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

### Required skills

- communication skills to lead consultation with stakeholders and colleagues
- critical thinking skills to analyse complex information about internal and external business environments from varied sources
- initiative and enterprise skills to proactively identify creative marketing opportunities
- literacy skills to:
  - research complex and potentially unfamiliar business and marketing information
  - write complex plans and reports
- numeracy skills to develop marketing resource strategies and scenarios
- planning and organising skills to coordinate complex planning and implementation processes
- problem-solving skills to evaluate marketing activities and challenges, and develop strategic responses
- technology skills to evaluate the potential of current and emerging marketing technologies.

### Required knowledge

- data collection tools and research methodologies of particular relevance to marketing
- marketing planning techniques and formats, including key features of a marketing plan
- internal and external issues that impact on market planning in a given industry context
- industry marketing and distribution networks in the relevant context
- new and innovative marketing strategies in the relevant industry context, including current and emerging marketing technologies and the opportunities they present
- legal issues that impact on marketing activities, including:
  - Australian Consumer Law and consumer protection
  - copyright
  - privacy
  - specific issues arising from use of new technologies
- ethical considerations for marketing, including:
  - appropriate use of images and text
  - codes of practice
  - protection of children
  - targeting of particular groups in the community
- sustainability considerations, opportunities and constraints for marketing in the relevant context, including those related to:
  - cultural and social sustainability
  - economic sustainability of marketing initiatives
  - resource conservation and waste minimisation.



## 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:

- research and critically analyse internal and external business environments
- develop a marketing strategy and plan for a product or service that identifies current and relevant marketing issues and includes a detailed, realistic implementation program
- integrate knowledge of marketing strategies, techniques and distribution networks for the product or service, including opportunities presented by new technologies
- demonstrate knowledge of implementation and monitoring issues specific to the product or service.

#### Context of and specific resources for assessment

Assessment must ensure use of:

- a real or simulated product or service for which market planning can be undertaken
- current information and communications technology to support the research and planning process
- a group of stakeholders who contribute to the planning process
- customers to whom products and services are marketed.

#### 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 the marketing aspects of a project conducted by the individual
- evaluation of marketing plans prepared by the individual
- use of case studies to assess application of marketing planning principles to different industry situations and contexts
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

#### Guidance information for

The assessor should design integrated assessment



**assessment**

activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example:

- SITTPPD503 Research and analyse tourism data.

## 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.

Sources of *information* may include:

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

*Capabilities and resources* may include:

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

*Comparative market information* may include:

- benchmarking
- best practice information
- competitor information.

*Trends and developments* may be:

- demographic
- ecological and environmental
- economic
- government activities
- industrial
- social and cultural
- technological, including social media developments.

*Legal, ethical and sustainability issues* may relate to:

- codes of practice
- cultural expectations and influences
- requirements of legislation and regulations
- sustainability:
  - environmental
  - financial
  - social.

## **Unit Sector(s)**

Cross-Sector

## **Competency Field**

Marketing and Public Relations