



Australian Government

Assessment Requirements for AURMCA102 Manage motor sport team promotional partnerships and marketing

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with AUR Automotive Retail, Service and Repair Training Package Version 6.0

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- prepare, present, implement and evaluate two different promotional proposals for a motor sport team, each of which must include:
 - profile of team and team members
 - team achievements
 - proposed partnership arrangements
 - marketing strategy for team events
 - benefits to promotional partner.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- methods to locate and interpret information required to manage motor sport team promotional partnerships and marketing, including:
 - information provided by customer and supervisors
 - internet resources and digital data
 - manufacturer specifications and procedures or equivalent documentation
- workplace procedures required to manage motor sport team promotional partnerships and marketing, including:
 - documentation procedures
- procedures for identifying team marketing opportunities and promotional partner requirements, including analysis of strengths, weaknesses, opportunities and threats (SWOT)
- key components of Australian Consumer Law (ACL) relating to legal and ethical requirements of advertising, including misleading or deceptive conduct
- key considerations in developing a marketing strategy, including:

- measurable performance targets
- key components of written agreements or contracts with promotional partners, including:
 - full details of commitments made by both parties
- procedures for devising and implementing a motor sport team marketing strategy
- procedures for preparing promotional partnership proposals
- methods of presenting promotional partnership proposals to promotional partner representatives
- procedures for implementing promotional partnership activities, including:
 - methods of producing and required content of written contracts or agreements
 - procedures for monitoring promotional activities for effectiveness and value
 - procedures for providing feedback to, and gaining feedback from, promotional partners.

Assessment Conditions

Competency is to be assessed in the workplace or a simulated environment that accurately reflects performance in a real workplace setting.

Assessment must include direct observation of tasks.

Where assessment of competency includes third-party evidence, individuals must provide evidence that links them to the promotional partnerships and marketing that they have managed for a motor sport team, e.g. marketing brief.

Assessors must verify performance evidence through questioning on skills and knowledge to ensure correct interpretation and application.

The following resources must be made available:

- motor sport team or simulated team
- key components of Australian Consumer Law (ACL) relating to legal and ethical requirements.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b4278d82-d487-4070-a8c4-78045ec695b1>