



Australian Government

BSBMKG411 Analyse direct marketing databases

Release: 1

BSBMKG411 Analyse direct marketing databases

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to collect, enhance, cleanse and analyse, and utilise data for marketing purposes.

It applies to individuals in entry level marketing roles who collect, analyse and store data such as customer or prospect lists, using databases in accordance with organisational procedures. Individuals undertaking these roles also analyse data to segment and profile prospective or existing customers, or to identify new direct marketing opportunities, prior to direct marketing offers being sent.

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

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Collect data	1.1 Determine purpose for acquiring data 1.2 Identify and analyse data requirements 1.3 Evaluate and select appropriate database system or database management service 1.4 Use appropriate methods to collect data or source data from external providers on prospects 1.5 Input and store data accurately, in accordance with organisational procedures and legal and ethical requirements

ELEMENT	PERFORMANCE CRITERIA
2. Enhance, cleanse and update data	2.1 Retrieve data in accordance with organisational requirements 2.2 Check list against 'Do not call', 'Do not mail' registers 2.3 Remove duplication from database 2.4 Regularly cleanse and update data files to maintain accuracy 2.5 Determine whether to outsource data enhancing to third party services
3. Analyse and use data for direct marketing purposes	3.1 Segment and profile data according to demographic, psychographic and behavioristic characteristics 3.2 Assess quality of data 3.3 Identify database fields with cross-selling and value-adding opportunities, and any changes in consumer behavior 3.4 Use data analysis findings to design or test new direct marketing offers or for other direct marketing purposes 3.5 Modify and enhance existing direct marketing offers or other marketing activities in accordance with analysis findings

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1-1.3, 1.5, 2.1-2.4, 3.1-3.5	Gathers and analyses textual information from a range of sources and identifies relevant and key information
Writing	1.5, 2.4, 3.5	Integrates information from a number of sources to develop material that supports purposes and format of documentation using suitable grammatical structure and clear, logical language
Numeracy	1.2, 1.4, 1.5, 2.1, 2.4, 3.1, 3.2, 3.4	Interprets and analyses numerical and statistical information to analyse database information
Navigate the world of work	1.5, 2.1	- Takes personal responsibility for adherence to legal and regulatory responsibilities relevant to own work context - Recognises and follows explicit and implicit protocols and meets expectations associated with own role

Get the work done	1.1-1.5, 2.1, 2.3-2.5, 3.1-3.5	• Develops plans to manage relatively complex tasks with an awareness of how they may contribute to longer-term operational and strategic goals • Makes decisions by systematically analysing information, identifying and evaluating options against set criteria, and choosing most appropriate option • Evaluates outcomes of decisions to identify opportunities for improvement • Uses a range of digital tools to access and filter data, extract, organise and integrate information
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG411 Analyse direct marketing databases	BSBMKG411A Analyse direct marketing databases	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBMKG411 Analyse direct marketing databases

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Performance Evidence

Evidence of the ability to:

- collect, store and accurately maintain customer or prospect data used in a direct marketing campaign
- segment and profile customer data according to specified characteristics
- analyse data to identify direct marketing opportunities and quality of data
- use data to design or modify new or existing marketing activities.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- identify key provisions of relevant legislation that may affect marketing operations, such as:
 - Australian Direct Marketing Association (ADMA) Direct Marketing Code of Conduct and 'Do Not Mail' and 'Do Not Call' service register
 - privacy laws
 - consumer law
- outline relevant organisational policies and procedures, products and services
- describe relevant principles and techniques for recording, filing, and cataloguing data
- list the range of database software applications used in direct marketing.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – marketing field of work and include access to:

- existing client lists and databases
- office equipment and resources
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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