



**Australian Government**

# **BSBMKG414 Undertake marketing activities**

**Release: 1**

## BSBMKG414 Undertake marketing activities

### 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 plan, implement and manage basic marketing and promotional activities. It is a foundation unit covering general and basic marketing and promotional activities that do not require detailed or complex planning or implementation.

It applies to people with no previous experience in marketing. It could be undertaken as part of a broader role of a person in a small enterprise, or as part of a marketing plan for a larger enterprise.

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 Research marketing information                 | 1.1 Research concept of marketing as it applies to the organisation<br>1.2 Identify and analyse organisation's marketing plan and relevant policies and procedures<br>1.3 Identify need for marketing activities from established marketing plan<br>1.4 Investigate previous marketing activities for relevant information<br>1.5 Identify profile of market segment<br>1.6 Identify positioning and market mix for each target segment |

| ELEMENT                          | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                  | 1.7 Identify outcomes expected from marketing activities                                                                                                                                                                                                                                                                            |
| 2 Plan marketing activities      | 2.1 Undertake analysis of collected basic marketing information<br>2.2 Develop and document work activity plans for marketing activities<br>2.3 Obtain approval of plans from relevant enterprise personnel                                                                                                                         |
| 3 Implement marketing activities | 3.1 Determine and access resources required for work activities<br>3.2 Undertake marketing activities within job role<br>3.3 Assist with assigning responsibilities and functions to relevant personnel performing specific marketing functions<br>3.4 Monitor marketing activities, and review and amend activity plan as required |
| 4 Review marketing activities    | 4.1 Measure and record outcomes of marketing activities<br>4.2 Review marketing activities against expected outcomes and record identified improvements<br>4.3 Prepare reports of marketing activities and communicate to relevant enterprise personnel                                                                             |

## 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            | 1.1-1.7, 2.1, 3.4, 4.2 | <ul style="list-style-type: none"> <li>Interprets textual information obtained from a range of sources and determines how content may be applied to organisational requirements</li> </ul>                                                 |
| Writing            | 2.2, 3.2, 3.4, 4.1-4.3 | <ul style="list-style-type: none"> <li>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</li> </ul> |
| Oral Communication | 2.3, 4.3               | <ul style="list-style-type: none"> <li>Participates in a variety of spoken exchanges using suitable language and non-verbal features</li> </ul>                                                                                            |
| Numeracy           | 3.1, 4.1-4.3           | <ul style="list-style-type: none"> <li>Collates and analyses numeric information relating to costs, timeframes and other activities</li> </ul>                                                                                             |

|                            |                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----------------------------|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Navigate the world of work | 1.2, 1.3                        | <ul style="list-style-type: none"> <li>Adheres to organisational policies and procedures and considers own role in terms of its contribution to broader goals of work environment</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                  |
| Interact with others       | 2.3, 3.3                        | <ul style="list-style-type: none"> <li>Selects appropriate form, channel and mode of communication for a specific purpose relevant to own role</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Get the work done          | 1.1-1.7, 2.1, 2.2, 3.1-3.4, 4.3 | <ul style="list-style-type: none"> <li>Develops plans to manage tasks with an awareness of how they may contribute to longer term operational and strategic goals</li> <li>Takes responsibility for outcomes of routine decisions related directly to own role</li> <li>Understands purposes, specific functions and key features of common digital systems and tools and operates them effectively to complete routine tasks</li> <li>Recognises and takes responsibility for addressing predictable and some less predictable problems in familiar work contexts</li> </ul> |

## Unit Mapping Information

| Code and title<br>current version           | Code and title<br>previous version           | Comments                                        | Equivalence status |
|---------------------------------------------|----------------------------------------------|-------------------------------------------------|--------------------|
| BSBMKG414<br>Undertake marketing activities | BSBMKG414B<br>Undertake marketing activities | 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 BSBMKG414 Undertake marketing activities

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## Performance Evidence

Evidence of the ability to:

- research marketing practices of the organisation
- plan and implement a marketing activity
- record activities and processes used in marketing activity
- review effectiveness of marketing plan.

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:

- describe basic foundations of marketing practices
- describe organisational policies and procedures on marketing
- outline specific product knowledge related to products and services being marketed.

## 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:

- office equipment and resources
- examples of products or services to be marketed
- marketing plans, policies and procedures
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

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