



Australian Government

BSBMKG433 Undertake marketing activities

Release: 1

BSBMKG433 Undertake marketing activities

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to prepare, coordinate and review basic marketing activities. It is a foundation unit covering general and basic marketing activities that do not require detailed or complex planning or implementation.

The unit applies to individuals working in a variety of occupational roles who have responsibility for a range of tasks involving marketing, analysis and planning. 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

Technical Skills – 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. Prepare to undertake marketing activity	1.1 Identify task requirements according to organisation's marketing plan and relevant policies and procedures 1.2 Review marketing activities according to industry trends and competitive activity 1.3 Develop and document action plan for marketing activities according to task requirements 1.4 Seek approval of action plans from relevant personnel
2. Co-ordinate marketing activities	2.1 Identify and access resources required for marketing activities according to action plan 2.2 Contribute to assigning responsibilities and functions to

ELEMENT	PERFORMANCE CRITERIA
	relevant marketing personnel 2.3 Assist required personnel in managing marketing activities 2.4 Monitor implementation of marketing activities according to activity plan, as required
3. Review marketing activities	3.1 Measure and record outcomes of marketing activities against marketing plan 3.2 Review results of activities against expected marketing plan outcomes 3.3 Prepare report of marketing activities and share with relevant personnel

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	Interprets textual information obtained from a range of sources and determines how content may be applied to organisational requirements
Writing	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
Oral Communication	Participates in a variety of spoken exchanges using suitable language and non-verbal features
Numeracy	Collates and analyses numeric information relating to costs, timeframes and other activities
Self-management	- Adheres to organisational policies and procedures and considers own role in terms of its contribution to broader goals of work environment - Takes responsibility for outcomes of routine decisions related directly to own role
Problem solving	Recognises and takes responsibility for addressing predictable and some less predictable problems in familiar work contexts
Planning and organising	Develops plans to manage tasks with an awareness of how they may contribute to longer term operational and strategic goals
Technology	Identifies functions and key features of common digital systems and tools and operates them effectively to complete routine tasks

Unit Mapping Information

Supersedes and is equivalent to BSBMKG414 Undertake marketing activities.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for BSBMKG433 Undertake marketing activities

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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:

- support marketing activities for a product or service, including:
 - researching marketing practices of the organisation
 - planning and implementing a marketing activity
 - recording activities and processes used in marketing activity.

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:

- concept of marketing, including concepts relating to:
 - production
 - products
 - selling
 - societal marketing
- sources of marketing information
- basic foundations of marketing practices
- organisational marketing policies and procedures
- specific product knowledge related to products and services being marketed.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- workplace equipment and resources relevant to performance evidence
- examples of products or services to be marketed

- marketing plans, policies and procedures.

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

Links

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