



Australian Government

BSBMKG436 Design and test direct marketing activities

Release: 1

BSBMKG436 Design and test direct 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 design, test and evaluate direct marketing activities which meet organisational marketing objectives.

The unit applies to individuals who are required to create and implement direct marketing activities for products or services. Such individuals may work in small, medium or large enterprises across a variety of industries and they usually work with a team and customers to design offers.

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. Develop direct marketing activity	1.1 Determine objectives, target audience and goals for direct marketing 1.2 Identify types of direct marketing and select the most suitable form according to marketing objectives and goals 1.3 Make a plan for layout of direct marketing activities
2. Prepare for testing marketing activity	2.1 Identify objectives and parameters for testing direct marketing activities 2.2 Identify components of direct marketing for testing according to task objectives 2.3 Analyse and select testing method according to task objectives

ELEMENT	PERFORMANCE CRITERIA
	2.4 Perform test according to parameters and task objectives
3. Evaluate test results	3.1 Collate results according to organisational policies and procedures 3.2 Use statistical techniques to analyse results 3.3 Refine direct response offers according to results obtained 3.4 Document and present results to relevant personnel according to organisational policies and procedures

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	Gathers, interprets and analyses textual data from a range of sources and identifies relevant and key information
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 features - Elicits views and opinions of others with active listening and questioning
Numeracy	Examines and analyses numerical information to determine pricing strategies and payment terms
Self-management	Identifies, develops and follows explicit and implicit protocols and meets expectations associated with own role
Problem solving	Responds intuitively to problems requiring immediate attention, quickly drawing on past experience to devise solutions
Planning and organising	- Applies formal processes when planning more complex tasks, producing plans with logically sequenced steps - Selects from a range of options in routine situations, identifying and taking some situational factors into account when decision-making
Technology	Identifies functions and key features of common digital systems and tools and operates them effectively to complete routine tasks

Unit Mapping Information

No equivalent unit. Supersedes but is not equivalent to:

- BSBMKG409 Design direct response offers
- BSBMKG410 Test direct marketing activities
- BSBMKG411 Analyse direct marketing databases.

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 BSBMKG436 Design and test direct 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:

- design and test at least three direct marketing activities.

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:

- marketing communication concepts and processes
- media options for direct marketing activities
- statistical methods, tests and techniques can be used for measurement and analysis
- software applications used in direct marketing.

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 documentation and resources relevant to performance evidence.

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

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