



Australian Government

BSBMKG508 Plan direct marketing activities

Release: 1

BSBMKG508 Plan direct 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 direct marketing activities and develop marketing plans matching organisational objectives.

It applies to individuals in a marketing management role who are responsible for planning direct marketing activities, including formulating direct marketing plans, and supervising the team implementing the plans. They may work in small, medium or large enterprises across a variety of industries.

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. Develop direct marketing strategies	1.1 Develop customer acquisition strategies for numbers of new customers, cost of recruiting, media options and promotional activities within an overall budget 1.2 Develop customer retention strategies on customer needs and wants, customer buying patterns, opportunities for up-selling or cross-selling, and customer renewals and reactivations 1.3 Develop customer loyalty strategies addressing relationship marketing objectives and contributing to long-term partnerships
2. Select direct marketing activity	2.1 Analyse changes in market trends to identify and select direct marketing opportunities

ELEMENT	PERFORMANCE CRITERIA
	2.2 Compare advantages and disadvantages of types of direct marketing activities 2.3 Select most appropriate direct marketing activity 2.4 Match direct marketing activity to business objectives
3. Produce direct marketing plan	3.1 Document direct marketing objectives and purpose 3.2 Analyse previous response data to determine performance gaps and required corrective actions 3.3 Calculate costs of direct marketing activities 3.4 Select methods to report and measure effectiveness of direct marketing activities 3.5 Assign responsibilities to team members for data capture and reporting

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	2.4	Evaluates and integrates facts and ideas to construct meaning from a range of text types
Writing	1.1-1.3, 3.1	Effectively uses culturally appropriate communication to present written reports with complex concepts and ideas, to people from diverse backgrounds and with diverse abilities
Numeracy	1.1, 3.3	- Analyses statistical and financial information to determine trends and costs related to marketing activities - Sets direct marketing budgets
Navigate the world of work	2.4	Monitors adherence to organisational objectives and policies and considers own role for its contribution to broader goals of the work environment
Get the work done	1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 3.2, 3.4, 3.5	- Develops plans and uses effective organisational and time-management skills to complete tasks with an awareness of how they may contribute to longer-term operational and strategic goals - In more complex, non-routine situations, uses a formal

		decision-making process, setting or clarifying goals, gathering information and identifying and evaluating several choices against a limited set of criteria • Understands and explicitly applies some basic principles of analytical and lateral thinking • Recognises and takes responsibility for addressing predictable and some less predictable problems in familiar work contexts
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG508 Plan direct marketing activities	BSBMKG508A Plan direct 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 BSBMKG508 Plan direct marketing activities

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Performance Evidence

Evidence of the ability to:

- develop a direct marketing plan outlining:
 - objectives of direct marketing activity
 - type of direct marketing strategies and activities to be undertaken
 - analysis of previous data and any corrective actions taken
 - budget
- explain methods to measure effectiveness.

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:

- explain economic, social, industry, and media directions, trends, practices and techniques
- outline key provisions of relevant legislation, codes of practice and national standards affecting marketing operations
- outline organisational policies and procedures.

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
- previous direct marketing activity data
- relevant legislation, regulations, standards and codes
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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