



Australian Government

BSBMKG509 Implement and monitor direct marketing activities

Release: 1

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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 implement, monitor and evaluate effectiveness of direct marketing activities in accordance with an organisation's marketing plan.

This unit applies to individuals working in marketing management roles who are responsible for managing a team to implement direct marketing activities for a product or service. They may work in small, medium or large enterprises and 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. Allocate responsibilities for direct marketing activities	1.1 Critically analyse criteria for setting priorities for direct marketing activities, in accordance with marketing plan and organisational direct marketing requirements 1.2 Assemble required resources to conduct direct marketing activities 1.3 Brief staff and suppliers on their budgets, timelines, roles and responsibilities 1.4 Develop forms for conducting direct marketing activities and recording responses
2. Implement direct	2.1 Schedule work on each campaign element according to lead

ELEMENT	PERFORMANCE CRITERIA
marketing activities	times required for different media and in accordance with marketing plan 2.2 Ensure staff and suppliers meet agreed production schedule and budget 2.3 Identify any likely variations in production budget, raise with relevant persons as required, and gain approval for variations 2.4 Make provisions to cover promotion over-performance 2.5 Implement direct marketing activities in accordance with direct marketing plan objectives 2.6 Ensure activities are implemented in accordance with legal and ethical requirements
3. Monitor direct marketing activities	3.1 Record responses at regular intervals throughout campaign 3.2 Identify and use evaluation criteria to determine campaign effectiveness 3.3 Determine whether campaign is over-performing 3.4 Implement new targets and procedures to capitalise on positive over-performance 3.5 Modify direct marketing activities to extinguish non-profitable over-performance
4. Determine continuous improvement opportunities	4.1 Analyse success indicators of direct marketing campaign 4.2 Document campaign performance in accordance with organisational reporting requirements 4.3 Encourage team members to identify and propose ways to improve campaign performance 4.4 Determine, document and assign responsibilities for required improvements to future direct marketing campaigns

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, 2.1, 2.3, 2.5, 2.6, 3.2, 3.3,	Interprets, analyses and reviews a range of texts of relative complexity to construct, confirm and extend

	4.1, 4.2	understanding
Writing	1.3, 1.4, 2.3, 3.1, 4.2, 4.4	Uses clear, accurate and relevant language to organise and record information and complete workplace documentation
Oral Communication	1.3, 2.3, 4.3	- Participates in verbal exchanges using appropriate language and non-verbal features - Elicits views and opinions of others by active listening and questioning
Numeracy	1.2, 1.3, 2.1, 2.3, 3.4	Interprets numerical data and makes basic calculations to determine target audiences, budget variations, resources and workplace timelines
Navigate the world of work	1.1, 2.1, 2.5, 2.6, 4.2	Adheres to organisational objectives, policies and legislative requirements and considers own role for its contribution to broader goals of the work environment
Interact with others	1.3, 2.2, 2.3, 4.3, 4.4	- Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate, with whom, why and how - Plays a lead role in situations requiring effective collaboration, demonstrating excellent influencing and motivating skills
Get the work done	1.2, 2.1, 2.2, 2.4, 2.5, 3.2-3.5, 4.4	- 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 analysing and evaluating several choices against a limited set of criteria - Recognises and takes responsibility for addressing predictable and some less predictable problems in familiar work contexts

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG509 Implement and monitor direct marketing activities	BSBMKG509A Implement and monitor 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 BSBMKG509 Implement and monitor direct marketing activities

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Performance Evidence

Evidence of the ability to:

- allocate responsibilities to team members and external suppliers for direct marketing campaign
- coordinate resources, tools and personnel required to implement direct marketing campaign
- in consultation with others, monitor and evaluate performance of direct marketing campaign.

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:

- outline and explain organisational policies and procedures
- outline key provisions of relevant legislation, codes of practice and national standards affecting marketing operations
- explain what software applications, such as database software, are used for in direct marketing activities.

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
- marketing plan
- past campaign data and information
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

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