



Australian Government

BSBMKG510 Plan e-marketing communications

Release: 1

BSBMKG510 Plan e-marketing communications

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 research, prepare and evaluate an organisational e-marketing plan that integrates electronic communications and website marketing to support marketing objectives.

It applies to managers working in advertising, public relations, marketing or promotional roles who plan electronic communications to effectively convey marketing communication messages and support achievement of marketing objectives.

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. Prepare electronic marketing strategy or plan	1.1 In consultation with relevant personnel, determine electronic marketing (e-marketing) purpose and objectives reflecting organisation's strategy, direction and values 1.2 Develop an e-marketing strategy or plan that addresses aims and targets of organisation's existing business or marketing plan, and is consistent with organisational and budgetary requirements 1.3 Develop a value proposition for e-marketing strategy or plan 1.4 Identify, cost and detail e-marketing tools for the organisation and its products and services in the e-marketing strategy or plan 1.5 Identify and incorporate e-marketing approaches, tools and

ELEMENT	PERFORMANCE CRITERIA
	strategies to reach target market and achieve objectives 1.6 Ensure e-marketing strategy or plan includes an action plan, schedule and budget estimates for developing and implementing e-marketing strategies 1.7 Ensure e-marketing strategy or plan includes effectiveness measures and meets legal and ethical requirements
2. Prepare and evaluate website marketing strategy	2.1 Evaluate website marketing objectives to ensure they are consistent with e-marketing strategy or plan, and modify if required 2.2 Establish strategies for evaluation of website as a marketing tool 2.3 Evaluate website design according to e-marketing strategy, to ensure the design projects required image of the organisation, and conveys features and benefits of products or services; recommend modifications if required 2.4 Evaluate website data recording, contacts and feedback mechanisms as part of website evaluation 2.5 Develop website marketing strategy in accordance with, and for inclusion in, e-marketing strategy or plan 2.6 Integrate website marketing strategy into overall e-marketing strategy 2.7 Evaluate effectiveness of website marketing strategy

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, 1.2, 1.4, 1.6, 1.7, 2.1, 2.4, 2.5, 2.7	Interprets, analyses and reviews a range of texts of relative complexity to construct, confirm and extend understanding
Writing	1.2, 1.4, 1.6, 1.7, 2.1, 2.2, 2.3, 2.5, 2.6	Uses clear, accurate and relevant language to organise and record information and complete workplace documentation
Oral	1.1	Participates in verbal exchanges using appropriate language and non-verbal features

Communication		Elicits views and opinions of others with active listening and questioning
Numeracy	1.4, 2.4	Interprets numerical data to determine resource requirements and website efficacy
Navigate the world of work	1.1, 1.2, 1.7, 2.1	- Adheres to organisational objectives and policies and considers own role for its contribution to broader goals of the work environment - Appreciates implications of legal, ethical and regulatory responsibilities related to own work
Interacts with others	1.1	Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction, influencing direction and taking a leadership role
Get the work done	1.2-1.5, 2.1-2.4, 2.7	- 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 - Uses experiences to reflect on the way variables impact outcomes and to gain insights into future effective marketing strategies - Understands key principles and concepts underpinning design and operation of digital systems and tools, and applies these when seeking to understand potential of new technology

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG510 Plan e-marketing communications	BSBMKG510B Plan e-marketing communications	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 BSBMKG510 Plan e-marketing communications

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Performance Evidence

Evidence of the ability to:

- develop an e-marketing plan for at least ONE product or service, that meets all legislative and organisational requirements, and contains:
 - an action plan
 - a schedule
 - costings
 - a monitoring strategy
 - evaluation methods.

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 characteristics of a range of electronic marketing tools including:
 - associated benefits of use with e-marketing
 - challenges with implementation, for example costs, and availability of technology
- provide an overview of key provisions of relevant legislation, that affect marketing operations
- outline foundation principles of marketing communications, consumer behaviour and opportunities for electronic marketing.

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
- relevant organisational strategies and plans
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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