



**Australian Government**

# **BSBMKG518 Plan and implement services marketing**

**Release: 1**

# BSBMKG518 Plan and implement services marketing

## 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 use a range of strategies to prepare and apply services marketing.

It applies to individuals who work in a supervisory capacity in a team environment, who possess a sound theoretical knowledge base, and demonstrate a range of managerial skills to ensure business activities are conducted effectively.

In this role, individuals may work in small, medium or large enterprises across a variety of industries. The services to be marketed may be professional services, services to consumers and business customers, or services linked to tangible products.

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. Identify strategies for services marketing    | 1.1 Research services and their characteristics in a specific industry context<br>1.2 Identify marketing mix for services<br>1.3 Evaluate consumer behaviour in relation to services and implications for marketing strategies<br>1.4 Identify factors influencing customer satisfaction with services<br>1.5 Identify range of strategies to market services, appropriate for the organisation |

| ELEMENT                                               | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2. Select strategies for services marketing           | <p>2.1 Analyse market trends for service delivery and identify opportunities to market services</p> <p>2.2 Identify previous services marketing strategies in the organisation, and analyse successful strategies and areas for improvement</p> <p>2.3 Select most appropriate services marketing strategies and activities which fit the organisation's strategic and marketing plans</p>                                                                                                                                                                                                                                                                                       |
| 3. Plan and develop activities for services marketing | <p>3.1 Record service marketing objectives and purpose</p> <p>3.2 Calculate costs of service marketing activities</p> <p>3.3 Select methods to report and measure effectiveness of service marketing activities</p> <p>3.4 Develop effective service level agreements</p> <p>3.5 Assign responsibilities to team members for service marketing activities</p> <p>3.6 Record strategy plan for marketing services, and present to relevant stakeholders</p> <p>3.7 Assemble required resources to implement services marketing plan</p>                                                                                                                                           |
| 4. Implement and monitor services marketing strategy  | <p>4.1 Schedule work for each services marketing campaign element, according to lead times required for different media, and marketing plan for services</p> <p>4.2 Brief staff and suppliers on their budgets, timelines, roles and responsibilities, and legal and ethical requirements</p> <p>4.3 Implement services marketing activities according to marketing plan for services</p> <p>4.4 Identify and use evaluation criteria and evaluation methods to determine effectiveness of marketing, and make required modifications</p> <p>4.5 Analyse success indicators of marketing campaign, and record performance according to organisational reporting requirements</p> |

## 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                    | 1.1-1.5, 2.1, 4.1-4.5                         | <ul style="list-style-type: none"> <li>Identifies and analyses complex text to determine effective services marketing</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                  |
| Writing                    | 3.1, 3.4, 3.6, 4.5                            | <ul style="list-style-type: none"> <li>Prepares detailed strategy plans and related workplace documentation</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                            |
| Oral Communication         | 3.6, 4.2                                      | <ul style="list-style-type: none"> <li>Explains strategies clearly using language suitable to audience</li> <li>Uses listening and questioning techniques to confirm understanding</li> </ul>                                                                                                                                                                                                                                                                                                                     |
| Numeracy                   | 3.2, 4.2, 4.5                                 | <ul style="list-style-type: none"> <li>Uses mathematical skills to interpret budgets, timelines and overall success of campaign</li> </ul>                                                                                                                                                                                                                                                                                                                                                                        |
| Navigate the world of work | 4.2, 4.5                                      | <ul style="list-style-type: none"> <li>Monitors adherence to organisational policies and objectives and considers own role in terms of its contribution to broader goals of work environment</li> <li>Appreciates implications of legal, ethical and regulatory responsibilities related to own work</li> </ul>                                                                                                                                                                                                   |
| Interact with others       | 3.6, 4.2                                      | <ul style="list-style-type: none"> <li>Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how</li> <li>Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction</li> </ul>                                                                                                                                                                    |
| Get the work done          | 1.1-1.5, 2.1, 2.3, 3.3-3.5, 3.7, 4.1, 4.3-4.5 | <ul style="list-style-type: none"> <li>Schedules marketing strategy and develops plans with an awareness of how they may contribute to longer-term operational and strategic goals</li> <li>In more complex, non-routine situations, uses formal decision-making processes, setting or clarifying goals, gathering information and identifying and evaluating several choices against a limited set of criteria</li> <li>Recognises potential of new approaches to enhance work practices and outcomes</li> </ul> |

## Unit Mapping Information

| Code and title current version | Code and title previous version | Comments                      | Equivalence status |
|--------------------------------|---------------------------------|-------------------------------|--------------------|
| BSBMKG518 Plan and implement   | BSBMKG518A Plan and implement   | Updated to meet Standards for | Equivalent unit    |

| <b>Code and title<br/>current version</b> | <b>Code and title<br/>previous version</b> | <b>Comments</b>   | <b>Equivalence status</b> |
|-------------------------------------------|--------------------------------------------|-------------------|---------------------------|
| services marketing                        | services marketing                         | Training Packages |                           |

## 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 BSBMKG518 Plan and implement services marketing

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## Performance Evidence

Evidence of the ability to:

- develop a services marketing plan providing information including:
- plan objectives
- type of service marketing strategies and activities to be undertaken
- budget
- methods to measure effectiveness
- responsibilities
- produce an analysis of an implemented services marketing strategy.

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 aspects of consumer behaviour specific to services marketing
- summarise components of a service guarantee
- outline marketing mix for services
- discuss methods of measuring marketing activity effectiveness
- explain range of marketing strategies appropriate for services
- outline range of services and their characteristics
- identify special aspects of consumer behaviour in services marketing
- describe trends in service delivery and 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 documentation
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

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