



Australian Government

BSBMKG519 Plan and implement business-to-business marketing

Release: 1

BSBMKG519 Plan and implement business-to-business 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 plan and implement business-to-business (B2B) 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.

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 and evaluate business-to-business marketing strategies	1.1 Identify B2B markets in an industry context 1.2 Research characteristics of business markets in an industry context 1.3 Identify and analyse factors influencing business buyers in an industry context 1.4 Analyse the business buying process and its implications in the industry context 1.5 Research and analyse a range of B2B marketing strategies appropriate for the organisation

ELEMENT	PERFORMANCE CRITERIA
	1.6 Identify key personnel in buying decision process in the organisation's business markets
2. Select business-to-business marketing strategies	2.1 Analyse trends within business markets and identify B2B marketing opportunities for the organisation 2.2 Identify and analyse success of the organisation's previous B2B marketing strategies 2.3 Select most appropriate B2B marketing strategies and activities that fit with the organisation's strategic and marketing plans
3. Plan and develop business-to-business marketing activities	3.1 Record B2B marketing objectives and purpose 3.2 Calculate costs of B2B marketing activities with assistance of appropriate personnel 3.3 Select methods to report and measure effectiveness of B2B marketing activities 3.4 Assign responsibilities to team members for B2B marketing activities 3.5 Record B2B marketing plan and present to relevant stakeholders 3.6 Assemble required resources to implement B2B marketing plan
4. Implement and monitor business-to-business marketing plan	4.1 Schedule work on each B2B marketing campaign element, according to lead times required and marketing plan 4.2 Brief staff and suppliers on their budgets, timelines, roles and responsibilities, and legal and ethical requirements 4.3 Plan implementation of B2B marketing activities according to marketing plan 4.4 Identify and use evaluation criteria and evaluation methods to determine effectiveness of marketing plan 4.5 Analyse success indicators of B2B marketing plan and record performance according to organisational reporting requirements

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance	Description
-------	-------------	-------------

	Criteria	
Reading	1.1-1.3, 1.5, 2.1-2.3, 4.1, 4.3-4.5	Identifies and evaluates complex text including organisational and legislative requirements
Writing	3.1, 3.4, 3.5, 4.5	Prepares workplace documentation using appropriate terminology, grammatical structures and formatting suitable to various audiences
Oral Communication	1.1, 1.6, 3.4, 3.5, 4.2	- Participates in verbal exchanges using appropriate language and non-verbal features - Elicits views and opinions of others using active listening and questioning
Numeracy	3.2, 3.6, 4.1, 4.2	Interprets numerical data and makes calculations to plan marketing budgets
Navigate the world of work	4.2, 4.5	- Monitors adherence to organisational policies and objectives - Appreciates implications of legal, ethical and regulatory responsibilities related to own work - Considers own role in terms of its contribution to broader goals of work environment
Interact with others	3.2, 3.5, 4.2	- Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how - Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction
Get the work done	1.1-1.6, 2.1-2.3, 3.3, 3.4, 3.6, 4.1, 4.3-4.5	- Uses logical planning processes, and an increasingly intuitive understanding of context, to identify relevant information, risks and strategies - 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 set of criteria - Recognises potential of new approaches to enhance work practices and outcomes

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG519 Plan	BSBMKG519A Plan	Updated to meet	Equivalent unit

Code and title current version	Code and title previous version	Comments	Equivalence status
and implement business-to-business marketing	and implement business-to-business marketing	Standards for 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 BSBMKG519 Plan and implement business-to-business marketing

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- produce a business-to-business (B2B) marketing plan which includes:
 - marketing objectives and strategies
 - a detailed marketing budget
 - methods of measuring effectiveness
 - assigning responsibilities within a team
- implement a B2B marketing plan.

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:

- summarise key provisions of relevant legislation, codes of practice and national standards affecting marketing operations
- explain business buying processes
- outline characteristics of business markets compared to consumer markets
- summarise factors influencing business buyers
- discuss a range of strategies for B2B marketing
- describe trends in B2B 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 legislation, regulations, standards and codes
- examples of strategies and campaigns
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>