



Australian Government

BSBMKG522 Plan measurement of marketing effectiveness

Release: 1

BSBMKG522 Plan measurement of marketing effectiveness

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 identify, plan and promote a strategy to measure effectiveness of marketing activities using a range of marketing metrics.

It applies to individuals working in a marketing operations or supervisory role within a marketing team responsible for using and reporting measurements of marketing effectiveness. They may work in small, medium or large enterprises and in 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 analyse measurement of marketing effectiveness	1.1 Research a range of metrics available to identify effectiveness of marketing processes and functions 1.2 Identify marketing metrics used by the organisation in each key marketing operation 1.3 Identify how existing marketing metrics link to organisational strategy and objectives, and opportunities to improve the links 1.4 Analyse effectiveness of current and possible future marketing metrics 1.5 Identify issues with using marketing metrics within the organisation

ELEMENT	PERFORMANCE CRITERIA
2. Develop strategy to measure marketing effectiveness	2.1 Identify the organisation's criteria for selecting manageable and cost-effective metrics 2.2 Identify the organisation's objectives for measurement and evaluation of marketing effectiveness 2.3 Recommend methods of measuring marketing performance for each marketing process or function tailored to the organisation's brand or unique positioning 2.4 Contribute to calculation of costs of gathering and analysing data 2.5 Plan and document implementation strategy for measuring and analysing marketing performance 2.6 Contribute to development of specific, relevant metrics
3. Promote strategy to measure marketing effectiveness	3.1 Plan promotion of validity, value and efficacy of marketing metrics to key stakeholders using appropriate format 3.2 Design an internal marketing communications strategy so marketing and other relevant personnel fully understand their role in measuring marketing effectiveness 3.3 Report on implementation and outcome issues

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, 2.2, 2.4-2.6	Identifies and evaluates complex data to determine business requirements
Writing	2.3, 2.5, 2.6, 3.1-3.3	Prepares detailed communication strategy and related workplace documentation using clear and comprehensive terminology to convey explicit information, requirements and recommendations
Oral Communication	2.3, 3.3	- Articulates strategies and presents reports clearly using language and non-verbal features suitable to audience - Uses listening and questioning to confirm understanding

Numeracy	1.5, 2.1, 2.4, 2.6	Uses mathematical skills to analyse data, evaluate cost-efficacy of business activities and select appropriate metrics
Navigate the world of work	1.2, 1.3	Monitors adherence to organisational policies and objectives and considers own role for its contribution to broader goals of work environment
Interact with others	2.3, 2.6, 3.1, 3.3	Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how
Get the work done	1.1, 1.3-1.5, 2.1, 2.2, 2.5, 2.6, 3.1, 3.2	- Develops plans to design and implement strategy to measure marketing effectiveness using organisational 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 formal decision-making processes, setting or clarifying goals, gathering information and identifying and evaluating several choices against a set of criteria - When dealing with complex issues, identifies cause of problem, and uses analytical processes to generate possible solutions - Uses a range of digitally based technology and applications to access and filter data, and to extract, organise, integrate and share relevant information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG522 Plan measurement of marketing effectiveness	BSBMKG522A Plan measurement of marketing effectiveness	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 BSBMKG522 Plan measurement of marketing effectiveness

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:

- develop a strategy to measure marketing performance, which includes:
 - objectives
 - metrics chosen and rationale for choice for each marketing process or function
 - a detailed budget
 - links to organisational strategy and objectives
 - a communication 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:

- outline range of criteria for selecting metrics
- explain range of marketing functions within an organisation
- summarise range of marketing metrics and their usefulness to measure key marketing operations.

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:

- relevant workplace documents and data, in particular data already collected to measure marketing effectiveness
- office equipment and resources, including appropriate software
- 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>