



Australian Government

BSBMKG523 Design and develop an integrated marketing communication plan

Release: 1

BSBMKG523 Design and develop an integrated marketing communication plan

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 and evaluate the range of marketing communication options and media, to design an integrated marketing communication plan, and to develop a marketing communication brief and creative brief reflecting client needs and preferences.

It applies to individuals working in a supervisory or management marketing or advertising role, within a marketing or advertising team or media organisation.

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. Determine marketing communication requirements	1.1 Confirm marketing communication purpose and objectives with client 1.2 Obtain comprehensive client and product information 1.3 Review outcomes of previous marketing communication with client 1.4 Confirm budget allocation with client
2. Develop marketing communication brief	2.1 Develop brief, ensuring it contains a client profile, purpose statement and objectives reflecting client needs

ELEMENT	PERFORMANCE CRITERIA
	2.2 State marketing communication objectives in measurable terms and provide specific guidelines on what is to be accomplished by marketing communication 2.3 Define key characteristics, competitive factors and market situation facing product or service 2.4 Include a summary of information on target audience, and legal and ethical constraints
3. Design integrated marketing communication strategy	3.1 Select marketing communication options appropriate for marketing communication brief 3.2 Critically analyse advantages and disadvantages of each marketing communications variable and media vehicles for product or service 3.3 Determine media characteristics matching brief requirements 3.4 Analyse media consumption habits for primary and supplementary marketing media among target audiences 3.5 Evaluate media styles against the brand character of product or service being marketed 3.6 Compare advantages and disadvantages of selecting multiple media in a media plan 3.7 Develop and apply criteria for selecting multiple media combinations
4. Select and recommend media for marketing strategy	4.1 Select media vehicles that match requirements of marketing brief for product or service 4.2 Recommend primary and secondary marketing media that meet target audience preferences 4.3 Ensure recommended media meet the brief, client's requirements, and legal and ethical constraints
5. Develop creative brief	5.1 Identify creative content for chosen media using consumer language in the brief 5.2 Identify pitch or appeal for product or service in the brief that meets client requirements 5.3 Identify supporting information required for consumer understanding of product or service in the brief 5.4 Ensure budget for creative work, consistent with overall marketing budget, is contained in the brief 5.5 Incorporate deadline for creative work consistent with overall media schedule in the brief

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	1.2, 1.3, 2.1-2.4, 3.3-3.7, 5.3	Accesses information from a range of sources and identifies, interprets and analyses information relevant to marketing activities
Writing	1.1, 1.3, 1.4, 2.1-2.4, 5.1-5.5	- Uses clear, specific and culturally appropriate language to articulate potentially complex ideas, issues and concepts to clients - Uses appropriate formats and structures information logically to present ideas and recommendations to clients
Oral Communication	1.1, 1.3, 1.4	- Actively participates in verbal exchanges by listening and questioning to clarify and confirm information - Uses appropriate language and non-verbal features to clarify, explain and present information on marketing activities
Numeracy	1.4, 2.2, 3.4, 5.4	Collates and interprets numeric information to analyse trend data, develop targets and prepare budgets for marketing activities
Navigate the world of work	2.4, 4.3	Considers legal and ethical implications in relation to own role
Get the work done	1.1-1.4, 3.1-3.7, 4.1, 4.2, 5.1-5.5	- Plans, organises and implements tasks to achieve outcomes, with an awareness of client requirements, time and budgetary restraints - Makes decisions by systematically analysing information, identifying and evaluating options against set criteria, and choosing most appropriate option - Evaluates outcomes of decisions to identify opportunities for improvement - Develops new and innovative ideas through exploration, analysis and critical thinking

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG523 Design and develop an integrated marketing communication plan	BSBMKG523A Design and develop an integrated marketing communication plan	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 BSBMKG523 Design and develop an integrated marketing communication plan

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Performance Evidence

Evidence of the ability to:

- produce an integrated strategic marketing communication plan for presentation to a client, including:
 - purpose statement
 - definition of target audience
 - analysis of product or service
 - legal and ethical constraints
 - marketing communication functions and media vehicles chosen, with rationale for each
 - creative brief for media options
 - schedule for creative work
 - budgetary allocation for each media vehicle.

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 economic, social and industry trends relevant to choice of appropriate media options
- analyse industry products or services to recommend appropriate media options
- summarise key provisions of relevant legislation, codes of practice and national standards affecting marketing operations
- explain principles of consumer behaviour and influences on buyer behaviour
- summarise range of marketing communication options for different markets
- describe and contrast range of media vehicles for marketing communication options.

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
- case studies and, where possible, real situations
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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