



Australian Government

BSBMKG544 Plan and monitor direct marketing activities

Release: 1

BSBMKG544 Plan and monitor direct marketing activities

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to plan and monitor direct marketing activities for specific services and products.

The unit applies to individuals who are responsible for attracting a brand's target audience to increase brand involvement. Individuals work across a variety of industries and possess a sound theoretical knowledge base. They demonstrate a range of managerial skills to ensure business activities are conducted effectively and comply with legislative requirements.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Technical Skills – 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. Establish direct marketing activities	1.1 Identify marketing objectives and goals. 1.2 Research and select direct marketing activities according to marketing objectives 1.3 Create budget and timeline for selected direct marketing activities 1.4 Produce a direct marketing activities proposal 1.5 Present direct marketing activities proposal to relevant personnel 1.6 Develop indicators for evaluating direct marketing activities
2. Implement direct marketing activities	2.1 Initiate negotiations with relevant stakeholders and proceed

ELEMENT	PERFORMANCE CRITERIA
according to legislative requirements	with selected direct marketing activities 2.2 Assist in drafting contracts for direct marketing activities according to negotiation outcomes 2.3 Assemble resources to implement direct marketing activities according to direct marketing activities proposal, negotiation outcomes and legislative requirements 2.4 Brief staff on their required input to direct marketing activities
3. Evaluate direct marketing activities	3.1 Calculate effectiveness of direct marketing activities using indicators 3.2 Recommend modifications to direct marketing activities according to evaluation performed 3.3 Record improvement opportunities for future marketing opportunities

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Oral communication	- Participates in verbal exchanges using appropriate language and non-verbal features - Uses active listening and questioning to confirm understanding
Reading	Identifies and analyses complex text to identify marketing opportunities
Writing	Prepares detailed documentation using appropriate terminology and format to convey clear messages to team members and relevant stakeholders

Unit Mapping Information

Supersedes and is equivalent to:

- BSBMKG508 Plan direct marketing activities
- BSBMKG509 Implement and monitor direct marketing activities.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for BSBMKG544 Plan and monitor direct marketing activities

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- plan and monitor a direct marketing activities for a product or service.

In the course of the above, the candidate must:

- research, select and create budget for direct marketing activities
- plan timelines for implementation and continuation of direct marketing activities
- develop direct marketing activity proposal
- present proposal to relevant personnel according to organisational policies and procedures
- negotiate and draft contracts for direct marketing activities in consultation with relevant personnel
- recommend and record improvements to future marketing activities.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- types of direct marketing activities
- target audience outcomes from direct marketing activities
- content of a proposal for direct marketing activities including:
 - objectives and purpose of marketing strategy
 - detailed budget
 - timelines
 - implementation plan
 - performance indicators
- development of a proposal for direct marketing activities
- negotiation strategies
- methods of evaluating effectiveness of direct marketing activities

- sources of advice available on contract requirements for direct marketing activities.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- workplace documents and data on direct marketing activities.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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