



**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.<br>1.2 Research and select direct marketing activities according to marketing objectives<br>1.3 Create budget and timeline for selected direct marketing activities<br>1.4 Produce a direct marketing activities proposal<br>1.5 Present direct marketing activities proposal to relevant personnel<br>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   | <p>with selected direct marketing activities</p> <p>2.2 Assist in drafting contracts for direct marketing activities according to negotiation outcomes</p> <p>2.3 Assemble resources to implement direct marketing activities according to direct marketing activities proposal, negotiation outcomes and legislative requirements</p> <p>2.4 Brief staff on their required input to direct marketing activities</p> |
| 3. Evaluate direct marketing activities | <p>3.1 Calculate effectiveness of direct marketing activities using indicators</p> <p>3.2 Recommend modifications to direct marketing activities according to evaluation performed</p> <p>3.3 Record improvement opportunities for future marketing opportunities</p>                                                                                                                                                |

## 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 | <ul style="list-style-type: none"> <li>Participates in verbal exchanges using appropriate language and non-verbal features</li> <li>Uses active listening and questioning to confirm understanding</li> </ul> |
| Reading            | <ul style="list-style-type: none"> <li>Identifies and analyses complex text to identify marketing opportunities</li> </ul>                                                                                    |
| Writing            | <ul style="list-style-type: none"> <li>Prepares detailed documentation using appropriate terminology and format to convey clear messages to team members and relevant stakeholders</li> </ul>                 |

## 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>