



Australian Government

BSBMKG545 Conduct marketing audits

Release: 1

BSBMKG545 Conduct marketing audits

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 conduct marketing audits, with reference to an organisation's marketing plan.

The unit applies to individuals who are required to develop a comprehensive description of the organisation's marketing operations as part of the marketing, planning and marketing auditing process. The outcomes of marketing audits are generally used to inform an organisation's marketing plan. In this role, individuals must possess a sound theoretical knowledge of advertising management and demonstrate a range of managerial skills. Typically, they have responsibility for the work of other staff.

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. Prepare for marketing audit	1.1 Identify objectives of marketing audit according to organisational marketing plan 1.2 Identify scope of marketing audit and audit methodology according to organisational marketing plan 1.3 Identify participants required for marketing audit process
2. Identify form of marketing audit	2.1 Identify characteristics of marketing audit according to task requirements and audit priorities 2.2 Identify elements to be included in marketing audit and its format according to organisational requirements

ELEMENT	PERFORMANCE CRITERIA
	2.3 Identify and select marketing audit according to organisational marketing plan
3. Establish external marketing audit	3.1 Identify external environmental factors that meet requirements of audit process 3.2 Identify technological factors, market characteristics and competitive factors relating to the business, which meet audit process requirements 3.3 Perform external marketing audit
4. Establish internal marketing (self) audit	4.1 Identify criteria to use in an internal marketing audit according to organisational requirements 4.2 Identify marketing productivity according to profitability and cost effectiveness 4.3 Record results according to organisational and audit requirements
5. Prepare marketing audit report	5.1 Develop a marketing audit report according to organisational requirements 5.2 Confirm marketing audit report meets reporting requirements of marketing audit form selected and marketing plan 5.3 Confirm accuracy of marketing audit report with relevant personnel

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
Reading	Identifies and evaluates complex textual information when auditing workplace documentation
Writing	Uses clear, accurate and relevant language to organise and record information using suitable organisational formats
Oral Communication	Participates in verbal exchanges using appropriate language and non-verbal features
Numeracy	Makes basic calculations from numerical data to audit external marketing, quantify data and determine financial gains
Problem solving	Identifies cause of the problem, and uses analytical processes to generate possible solutions when dealing with complex issues
Self-management	Complies with organisational policies and objectives, and considers

Skill	Description
	own role for its contribution to broader goals of work environment
Planning and organising	• Develops plans and uses effective time management and organisational skills to complete tasks with an awareness of how they may contribute to longer-term operational and strategic goals • Uses formal decision-making processes to gather information, identify and evaluate several choices against a set of criteria in complex, non-routine situations
Technology	• Identifies and uses a range of relevant digital language and symbols

Unit Mapping Information

Supersedes and is equivalent to BSBMKG515 Conduct a marketing audit.

Supersedes but is not equivalent to:

- BSBMKG520 Manage compliance within the marketing legislative framework
- BSBMKG522 Plan measurement of marketing effectiveness.

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 BSBMKG545 Conduct marketing audits

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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:

- conduct at least two marketing audits.

In the course of the above, the candidate must:

- identify the objectives, scope and relevant personnel involved in marketing audit
- identify elements and form of marketing audit according to task requirements and audit priorities
- establish internal and external marketing audits
- develop and confirm marketing audit report with relevant personnel.

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:

- organisational and audit requirements
- scheduling of a marketing audit and considerations of organisational requirements
- organisational marketing plans
- research methodologies and data collection techniques appropriate to marketing audits
- different types of marketing audits.

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:

- documentation and resources used to conduct marketing audit activities.

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

Links

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