



Australian Government

BSBMKG552 Design and develop marketing communication plans

Release: 1

BSBMKG552 Design and develop marketing communication plans

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 identify and evaluate a range of marketing communication mediums to design and develop marketing communication plans.

The unit applies to individuals who work in advertising, public relations, marketing or other promotional roles who plan electronic communications to effectively convey marketing communication messages and support achievement of marketing objectives.

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 marketing communication plan information	1.1 Identify and confirm marketing communication purpose and objectives, expectations, budget, timeline and target audience with client 1.2 Obtain client and product information
2. Design marketing communication plan	2.1 Undertake and document research according to task requirements 2.2 Communicate outcomes and findings to relevant stakeholders 2.3 Identify marketing communications mix options 2.4 Compare advantages and disadvantages of communications mix

ELEMENT	PERFORMANCE CRITERIA
	2.5 Select communication mix according to marketing communication brief 2.6 Establish success measures for marketing communication plan
3. Finalise marketing communication plan	3.1 Prepare budget and timeline proposal 3.2 Present marketing communication plan to client 3.3 Seek feedback from relevant stakeholders on communication plan 3.4 Make changed to the communications plan according to feedback received

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
Numeracy	Collates and interprets numeric data to analyse trends data, develop targets and prepare budgets for marketing activities
Reading	Identifies, analyses and evaluates complex texts to determine requirements of advertising brief, legislative, regulatory and business requirements
Initiative and enterprise	Develops new and innovative ideas through exploration, analysis and critical thinking
Planning and organising	- Takes responsibility for following implicit and explicit voluntary constraints related to budget, legal and ethical requirements in development of marketing communication plan - Plans, organises and implements tasks to achieve outcomes with an awareness of client requirements, time and budgetary constraints
Technology	Uses digital technologies to enter data, organise and present information

Unit Mapping Information

Supersedes and is equivalent to BSBMKG523 Design and develop an integrated marketing communication plan.

Supersedes but is not equivalent to:

- BSBADV507 Develop a media plan
- BSBMKG510 Plan e-marketing communications.

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 BSBMKG552 Design and develop marketing communication plans

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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:

- design and develop at least one marketing communication plan.

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:

- legislative requirements relevant to marketing communication plans
- key features of marketing communications plans
- content and format of marketing communication plans including:
 - purpose statement
 - definition of target audience
 - analysis of product or service
 - legal and ethical constraints
 - marketing communication functions and media vehicles
- procedures for developing budget proposals.

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:

- legislation, regulations and codes of practice for marketing communications plans.

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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