



**Australian Government**

# **BSBMKG603 Manage the marketing process**

**Release: 1**

# BSBMKG603 Manage the marketing process

## 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 strategically manage the marketing process and marketing personnel within an organisation.

It applies to senior personnel who are responsible for managing the overall marketing process of an organisation, and for managing marketing personnel. Typically they manage a portfolio of products or services across the organisation, rather than a single product or a few products.

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. Manage marketing performance                  | 1.1 Manage marketing effort to ensure it is directed towards areas of greatest potential for the organisation<br>1.2 Manage integration of marketing, promotional and sales activities in accordance with strategic marketing objectives<br>1.3 Monitor product, distribution, pricing and marketing communication policies according to market movements, marketing plan objectives and organisational requirements<br>1.4 Use marketing metrics to monitor overall marketing progress against performance targets, ensuring activity, quality, cost, and time requirements are met |
| 2. Manage marketing                              | 2.1 Communicate strategic marketing objectives across the                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

| ELEMENT                                                 | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| personnel                                               | <p>organisation in ways suited to levels of knowledge, experience and specific needs of personnel</p> <p>2.2 Identify and agree roles, responsibilities and accountabilities of staff and contractors involved in all elements of marketing effort</p> <p>2.3 Develop communication strategy to ensure personnel responsible for each element in the marketing mix work together to meet organisation's marketing objectives</p> <p>2.4 Provide mentoring, coaching and feedback to support individuals and teams to achieve agreed objectives and use resources to required standard</p> <p>2.5 Identify individual and team performance, and instigate corrective action promptly to safeguard marketing outcomes</p> |
| 3. Evaluate and improve strategic marketing performance | <p>3.1 Analyse marketing outcomes, review strategic objectives and marketing metrics, and revise if required</p> <p>3.2 Analyse successes and performance gaps considering cause and effect, and use this to improve strategic performance</p> <p>3.3 Analyse over-performance against targets for trends and set new targets</p> <p>3.4 Analyse changes in market phenomena, and identify and document their impact on strategic marketing objectives</p> <p>3.5 Document review of marketing performance against key performance indicators in accordance with organisational requirements</p>                                                                                                                        |

## 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                                                                                                                                                              |
|----------|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Learning | 2.4                  | <ul style="list-style-type: none"> <li>Actively reinforces own knowledge and skills by mentoring and coaching others</li> </ul>                                          |
| Reading  | 1.2-1.4, 3.1-3.5     | <ul style="list-style-type: none"> <li>Accesses information from a range of sources and accurately interprets and analyses data relevant to marketing process</li> </ul> |
| Writing  | 2.1-2.5, 3.4, 3.5    | <ul style="list-style-type: none"> <li>Prepares detailed documentation using appropriate terminology and format to convey clear messages to</li> </ul>                   |

|                            |                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------------------|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                            |                              | team members and relevant stakeholders                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Oral Communication         | 2.1, 2.2, 2.4                | <ul style="list-style-type: none"> <li>Participates in verbal exchanges using appropriate vocabulary and non-verbal features to articulate information</li> <li>Uses active listening and questioning to confirm understanding</li> </ul>                                                                                                                                                                                                                                                                                                              |
| Numeracy                   | 1.3, 1.4, 3.3                | <ul style="list-style-type: none"> <li>Analyses and evaluates complex numeric information relating to budgets, targets and trend data</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                       |
| Navigate the world of work | 1.2, 1.3, 2.3, 3.1, 3.4, 3.5 | <ul style="list-style-type: none"> <li>Monitors adherence to organisational policies and objectives</li> <li>Considers own role for its contribution to broader goals of work environment</li> </ul>                                                                                                                                                                                                                                                                                                                                                   |
| Interact with others       | 2.1-2.4                      | <ul style="list-style-type: none"> <li>Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction</li> <li>Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how</li> </ul>                                                                                                                                                                                                         |
| Get the work done          | 1.1-1.4, 2.5, 3.1, 3.2, 3.4  | <ul style="list-style-type: none"> <li>Develops plans to manage relatively complex, non-routine tasks with an awareness of how they contribute to longer term operational and strategic goals</li> <li>Makes a range of critical and non-critical decision in relatively complex situations, taking a range of constraints into account</li> <li>Recognises and addresses some unfamiliar problems of increasing complexity within own scope</li> <li>Supports new ideas on the basis of their contribution to achievement of broader goals</li> </ul> |

## Unit Mapping Information

| Code and title<br>current version         | Code and title<br>previous version         | Comments                                        | Equivalence status |
|-------------------------------------------|--------------------------------------------|-------------------------------------------------|--------------------|
| BSBMKG603<br>Manage the marketing process | BSBMKG603B<br>Manage the marketing process | 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 BSBMKG603 Manage the marketing process

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## Performance Evidence

Evidence of the ability to:

- monitor marketing performance across an organisation by comparing performance against key performance indicators
- effectively communicate marketing objectives to relevant personnel in accordance with organisation requirements
- provide feedback, mentoring and coaching to staff
- capitalise on over-performance or minimise under-performance against marketing objectives.

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:

- summarise economic, social and industry directions, trends and practices
- outline different organisational structures, roles, responsibilities and policies
- describe own/relevant industry product and service knowledge
- explain principles of marketing, strategic analysis and strategic management
- summarise statistical and data evaluation techniques to measure marketing performance.

## 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
- interaction with others

- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

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