



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 1.2 Manage integration of marketing, promotional and sales activities in accordance with strategic marketing objectives 1.3 Monitor product, distribution, pricing and marketing communication policies according to market movements, marketing plan objectives and organisational requirements 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	organisation in ways suited to levels of knowledge, experience and specific needs of personnel 2.2 Identify and agree roles, responsibilities and accountabilities of staff and contractors involved in all elements of marketing effort 2.3 Develop communication strategy to ensure personnel responsible for each element in the marketing mix work together to meet organisation's marketing objectives 2.4 Provide mentoring, coaching and feedback to support individuals and teams to achieve agreed objectives and use resources to required standard 2.5 Identify individual and team performance, and instigate corrective action promptly to safeguard marketing outcomes
3. Evaluate and improve strategic marketing performance	3.1 Analyse marketing outcomes, review strategic objectives and marketing metrics, and revise if required 3.2 Analyse successes and performance gaps considering cause and effect, and use this to improve strategic performance 3.3 Analyse over-performance against targets for trends and set new targets 3.4 Analyse changes in market phenomena, and identify and document their impact on strategic marketing objectives 3.5 Document review of marketing performance against key performance indicators in accordance with organisational requirements

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	Actively reinforces own knowledge and skills by mentoring and coaching others
Reading	1.2-1.4, 3.1-3.5	Accesses information from a range of sources and accurately interprets and analyses data relevant to marketing process
Writing	2.1-2.5, 3.4, 3.5	Prepares detailed documentation using appropriate terminology and format to convey clear messages to

		team members and relevant stakeholders
Oral Communication	2.1, 2.2, 2.4	- Participates in verbal exchanges using appropriate vocabulary and non-verbal features to articulate information - Uses active listening and questioning to confirm understanding
Numeracy	1.3, 1.4, 3.3	Analyses and evaluates complex numeric information relating to budgets, targets and trend data
Navigate the world of work	1.2, 1.3, 2.3, 3.1, 3.4, 3.5	- Monitors adherence to organisational policies and objectives - Considers own role for its contribution to broader goals of work environment
Interact with others	2.1-2.4	- Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction - Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how
Get the work done	1.1-1.4, 2.5, 3.1, 3.2, 3.4	- Develops plans to manage relatively complex, non-routine tasks with an awareness of how they contribute to longer term operational and strategic goals - Makes a range of critical and non-critical decision in relatively complex situations, taking a range of constraints into account - Recognises and addresses some unfamiliar problems of increasing complexity within own scope - Supports new ideas on the basis of their contribution to achievement of broader goals

Unit Mapping Information

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