



Australian Government

BSBMKG609 Develop a marketing plan

Release: 1

BSBMKG609 Develop a marketing plan

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 research, develop and present a marketing plan for an organisation.

It applies to individuals working in senior marketing positions who are responsible for formulating a marketing plan by developing specific marketing strategies and tactics in accordance with the organisation's overall marketing objectives.

Individuals operating at this level may receive input from people working under their supervision who collect information required to devise specific marketing strategies and tactics.

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. Devise marketing strategies	1.1 Evaluate marketing opportunity options that address organisational objectives and evaluate their risks and returns in the selection process 1.2 Develop marketing strategies that address strengths and opportunities within the organisation's projected capabilities and resources 1.3 Develop strategies which increase resources or organisational expertise where gaps exist between current capability and marketing

ELEMENT	PERFORMANCE CRITERIA
	objectives 1.4 Develop feasible marketing strategies and communicate reasons that justifies their selection 1.5 Ensure strategies align with organisation's strategic direction 1.6 Develop a marketing performance review strategy, incorporating appropriate marketing metrics to review the organisational performance against marketing objectives
2. Plan marketing tactics	2.1 Detail tactics to implement each marketing strategy in terms of scheduling, costing, accountabilities and persons responsible 2.2 Identify coordination and monitoring mechanisms for scheduled activities 2.3 Ensure tactics are achievable within organisation's projected capabilities and budget 2.4 Ensure tactics meet legal and ethical requirements 2.5 Ensure tactics provide for ongoing review of performance against objectives and budgets and allow marketing targets to be adjusted if necessary
3. Prepare and present a marketing plan	3.1 Ensure marketing plan meets organisational, as well as marketing, objectives and incorporates marketing approaches and a strategic marketing mix 3.2 Ensure marketing plan contains a rationale for objectives and information that supports the choice of strategies and tactics 3.3 Present marketing plan for approval in the required format and timeframe 3.4 Adjust marketing plan in response to feedback from key stakeholders and disseminate for implementation within the required timeframe

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
Reading	1.1, 1.5, 1.6, 2.4,	Accesses information from a range of sources and accurately analyses and evaluates complex information

	2.5, 3.4	relating to the marketing process
Writing	1.4, 1.6, 2.1, 3.3, 3.4	• Uses a range of writing styles to articulate complex concepts and ideas • Revises and edits documents based on feedback • Uses appropriate formats and grammatical structures to present information logically for different audiences
Oral Communication	1.4, 3.3	• Uses appropriate language and non-verbal features to explain and present information to a range of personnel • Uses active listening and questioning to elicit feedback
Numeracy	2.1, 3.3	• Analyses and manages complex information relating to timelines, targets and budgets
Navigate the world of work	1.1, 1.5, 2.4, 3.1	• Works autonomously making high level decisions to ensure organisational objectives and regulatory requirements are met • Understands own legal and ethical rights and responsibilities
Interact with others	1.4, 3.3, 3.4	• Selects and uses appropriate conventions and protocols when communicating with diverse internal and external stakeholders to seek feedback or share information • Demonstrates sophisticated control over oral, visual and/or written formats, drawing on a range of communication practices to achieve goals
Get the work done	1.1, 1.2, 1.3, 1.4, 1.6, 2.1, 2.2, 2.3, 2.5, 3.1, 3.2, 3.4	• Accepts responsibility for planning and sequencing complex tasks and workload to meet timelines • Uses problem-solving processes to identify key information and issues, evaluate alternative strategies, anticipate consequences and consider implementation issues and contingencies

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG609 Develop a marketing plan	BSBMKG609A Develop a marketing plan	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 BSBMKG609 Develop a marketing plan

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to identify organisational objectives and:

- devise, document and present a marketing plan including:
 - evaluation of marketing opportunity options
 - marketing strategies that utilise existing strengths and opportunities and develop resources and expertise as needed to meet objectives
 - marketing tactics that are legal, ethical, achievable and can be reviewed
 - costs, scheduling, responsibilities and accountabilities for tactics
 - strategic use of marketing approaches and marketing mix
 - rationale for objectives and chosen strategies and tactics
- adjust marketing plan in response to feedback from key stakeholders and disseminate for implementation.

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 organisational structure, products and services and overall strategic and marketing objectives
- outline common marketing opportunity options including:
 - strategic alliances and cooperative business models
 - new products or services to target specific markets
 - greater market penetration with existing products or services
 - take-overs
 - new businesses and franchising
 - other options relevant to the organisation

- outline common marketing strategies and marketing approaches
- explain processes to ensure marketing strategies, approaches and marketing mix align to organisation's objectives and are legal, ethical and achievable
- outline the legislative and regulatory context of the organisation as relevant to the marketing plan.

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:

- relevant legislation, regulations, standards and codes
- relevant workplace documentation and resources
- case studies and, where possible, real situations
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>