



Australian Government

BSBMKG610 Develop, implement and monitor a marketing campaign

Release: 1

BSBMKG610 Develop, implement and monitor a marketing campaign

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 design marketing campaigns, to implement campaigns and to analyse success of a campaign.

It applies to individuals who possess a sound theoretical knowledge base and who support enterprise or client marketing interests by undertaking a unique set of resourcing, planning and implementation activities.

Depending on size and structure of the organisation, this role generally applies to a person with managerial responsibility, or specialist staff such as a campaign or operations manager.

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. Design campaign	1.1 Identify critical campaign design features from business needs and objectives 1.2 Develop campaign objectives 1.3 Identify required campaign resources 1.4 Establish appropriate organisational, team and individual targets 1.5 Develop campaign procedures for all relevant parties

ELEMENT	PERFORMANCE CRITERIA
	1.6 Confirm campaign design by consulting with stakeholders 1.7 Identify technical requirements to support campaign 1.8 Ensure campaign design complies with relevant legislation and regulatory codes
2. Implement campaign and monitor outcomes	2.1 Use project management tools effectively 2.2 Establish real-time campaign monitoring and reporting 2.3 Accurately analyse campaign results at regular intervals 2.4 Conduct effective campaign debriefing with staff and key stakeholders
3. Analyse fulfilment processes	3.1 Map existing fulfilment processes 3.2 Collect comprehensive data on campaign fulfilment performance 3.3 Conduct effective process improvement analysis 3.4 Establish appropriate new processes or standards 3.5 Specify and establish an appropriate tracking mechanism
4. Present campaign results to relevant business units	4.1 Conduct an effective written and oral presentation 4.2 Focus on critical aspects of campaign in the presentation 4.3 Clearly communicate required action to other parties 4.4 Communicate and resolve campaign process concerns and issues
5. Prepare campaign cost–benefit analysis	5.1 Collect relevant campaign data 5.2 Accurately calculate cost of calls and other transactions 5.3 Accurately assess immediate and longer-term financial gains of campaign 5.4 Communicate appropriate performance and financial results to relevant parties

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance	Description
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	Criteria	
Reading	1.1, 1.3, 1.8, 2.3, 3.2, 3.3, 5.1	Identifies and analyses complex text to determine legislative, regulatory and all related business requirements
Writing	1.2, 1.4, 1.5, 2.2, 3.1-3.5, 4.1-4.4, 5.4	Develops material for a specific audience using clear and detailed language to convey explicit information, requirements and recommendations
Oral Communication	1.6, 2.4, 4.1-4.4, 5.4	- Uses listening and questioning to confirm understanding of requirements - Participates in a verbal exchange of ideas/solutions and uses appropriate, detailed and clear language to address key personnel and to disseminate information
Numeracy	1.3, 5.2-5.4	Uses mathematical skills to manage budgetary resources, analyse data and determine financial gains
Navigate the world of work	1.1, 1.8	- Understands and adheres to organisational policies and objectives and legal requirements - Is highly autonomous, taking responsibility and ownership for most or all aspects of own work
Interact with others	1.6, 2.4, 4.1- 4.4, 5.4	- Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how - Fosters a collaborative culture within own sphere of influence, facilitating a sense of trust, commitment and cohesion
Get the work done	1.1-1.5, 1.7, 2.1, 2.2, 3.1-3.5, 4.4, 5.1, 5.3	- Takes responsibility for planning and scheduling tasks required to design and implement campaigns - Uses formal processes to identify key information and issues, evaluate alternative strategies, anticipate consequences and consider implementation issues and contingencies - Takes responsibility for high-impact decisions in complex situations involving many variables and constraints - Uses digital tools to access and organise complex data and analyse multiple sources of information for strategic purposes

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG610 Develop, implement and monitor a marketing campaign	BSBMKG610A Develop, implement and monitor a marketing campaign	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 BSBMKG610 Develop, implement and monitor a marketing campaign

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Performance Evidence

Evidence of the ability to:

- design, implement, control, monitor and review a marketing campaign
- apply relevant legislation, regulatory and organisational requirements appropriately.

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:

- explain business objectives and requirements
- outline campaign design and evaluation principles
- summarise competitor activity and products/services
- identify customer contact technology and databases
- outline legislation, regulatory and organisational requirements
- explain methods of operational and business planning.

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

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