



**Australian Government**

# **BSBMKG611 Manage measurement of marketing effectiveness**

**Release: 1**

# BSBMKG611 Manage measurement of marketing effectiveness

## 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 manage a strategy measuring the effectiveness of marketing activity.

It applies to individuals who possess a sound theoretical knowledge base and who are primarily responsible for using a range of metrics to gauge success of marketing interests.

Depending on size and structure of the organisation, this role generally applies to a person with managerial responsibility.

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. Prepare for implementation of strategy to measure marketing effectiveness | <p>1.1 Review current marketing strategies and marketing plans, and research range of metrics available to measure effectiveness of relevant marketing processes and functions</p> <p>1.2 Analyse effectiveness of current marketing metrics used by the organisation in each key marketing operation</p> <p>1.3 Critically analyse how existing marketing metrics link to strategy, and opportunities to improve links</p> <p>1.4 Plan to address any issues with use of marketing metrics within the organisation</p> <p>1.5 Design criteria for retaining existing marketing metrics, and for</p> |

| ELEMENT                                                                       | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                               | selecting new manageable and cost-effective metrics<br>1.6 Gain approval for design or redesign of strategy from senior management                                                                                                                                                                                                                                                                                                                                                                     |
| 2. Design strategy to measure marketing effectiveness                         | 2.1 Set objectives for measurement and evaluation of marketing effectiveness<br>2.2 Select methods to measure marketing performance for each marketing process or function, tailored to the organisation's brand or unique positioning<br>2.3 Calculate costs of gathering and analysing data with assistance of relevant financial experts<br>2.4 Design and record implementation strategy for measuring and analysing marketing performance, or make recommendations for improving current strategy |
| 3. Manage, implement and evaluate strategy to measure marketing effectiveness | 3.1 Design and implement appropriate communication and training strategy, so marketing and other relevant personnel fully understand their role in measuring marketing effectiveness<br>3.2 Supervise design and implementation of specific metrics<br>3.3 Plan and monitor work activity to ensure adherence to strategy for measurement of marketing effectiveness<br>3.4 Design process to review and evaluate marketing metrics on a regular basis, and if organisational strategy changes         |

## 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            | 1.1-1.3, 2.2                | <ul style="list-style-type: none"> <li>Identifies and analyses complex data to determine business requirements</li> </ul>                                                                                                                  |
| Writing            | 1.5, 1.6, 2.1-2.4, 3.1, 3.4 | <ul style="list-style-type: none"> <li>Prepares a range of workplace documentation using clear and accurate language, logical formatting and organisational conventions to convey priorities and critical strategic information</li> </ul> |
| Oral Communication | 1.6, 2.3, 3.2               | <ul style="list-style-type: none"> <li>Actively participates in verbal exchanges using suitable language and non-verbal features</li> <li>Uses active listening and questioning to confirm</li> </ul>                                      |

|                            |                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----------------------------|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                            |                                 | understanding                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Numeracy                   | 1.5, 2.3, 3.2                   | <ul style="list-style-type: none"> <li>Uses mathematical skills to analyse data, design and review metrics, and evaluate cost-efficacy of business activities</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Navigate the world of work | 1.1, 1.2, 1.4, 3.4              | <ul style="list-style-type: none"> <li>Monitors adherence to organisational policies and objectives</li> <li>Is highly autonomous, taking responsibility and ownership for most or all aspects of own work, intuitively recognising and managing factors that may affect achievement of goals</li> </ul>                                                                                                                                                                                                                                                                                                                    |
| Interact with others       | 1.6, 2.3, 3.1                   | <ul style="list-style-type: none"> <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> <li>Collaborates with others to achieve joint outcomes, playing an active role in facilitating group interaction</li> </ul>                                                                                                                                                                                                                                                                                        |
| Get the work done          | 1.1-1.5, 2.1, 2.2, 2.4, 3.1-3.4 | <ul style="list-style-type: none"> <li>Takes responsibility for planning and scheduling work activities and tasks required to measure marketing effectiveness</li> <li>Uses problem-solving processes to identify key information and issues, evaluate alternative strategies, anticipate consequences and consider solutions to implementation issues</li> <li>Takes responsibility for high impact decisions in complex situations involving many variables and constraints</li> <li>Uses digital tools to access and organise complex data and analyse multiple sources of information for strategic purposes</li> </ul> |

## Unit Mapping Information

| Code and title<br>current version                          | Code and title<br>previous version                          | Comments                                        | Equivalence status |
|------------------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------|--------------------|
| BSBMKG611<br>Manage measurement of marketing effectiveness | BSBMKG611A<br>Manage measurement of marketing effectiveness | 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 BSBMKG611 Manage measurement of marketing effectiveness

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### Performance Evidence

Evidence of the ability to:

- design a strategy for measuring marketing performance, including:
  - objectives
  - metrics
  - costs
  - implementation strategy
  - evaluation strategy
- implement specific, chosen metrics as required by strategy
- create training program for relevant personnel, including their role in measuring marketing effectiveness.

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:

- outline factors to consider when designing and implementing a communication and training strategy
- describe the range of marketing functions within an organisation
- explain a range of marketing metrics and their usefulness in measuring key marketing operations
- summarise relationship between marketing metrics and the need for marketing directors, chief financial officers, chief executive officers and board members to be able to monitor 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:

- 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.

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