



Australian Government

BSBMKG621 Develop organisational marketing strategy

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to conduct a strategic analysis to develop an organisational marketing strategy. This involves identifying the organisation's strategic direction, evaluating marketing opportunities and formulating a marketing strategy.

The unit applies to individuals who are senior marketing professionals responsible for providing strategic direction to the marketing function of an organisation. Their responsibilities include analysing information on internal and external business and marketing environment; examining current marketing performance; identifying new marketing opportunities arising from emerging trends; and devising a marketing strategy. Individuals operating at this level generally conduct these activities using information gathered by people working under their direct and indirect supervision at lower levels of the organisation.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Technical Skills – 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. Establish strategic direction and marketing performance	1.1 Confirm organisation's mission, vision, purpose, objectives and values 1.2 Complete a situational analysis and identify factors impacting marketing direction and performance of the organisation 1.3 Identify and analyse current key products and services, and major markets for strengths, weaknesses, opportunities and threats 1.4 Assess marketing performance against identified objectives for

ELEMENT	PERFORMANCE CRITERIA
	critical success factors, and areas for improvement
2. Evaluate marketing opportunities	2.1 Identify and analyse marketing opportunities for viability and contribution to the business 2.2 Assess each marketing opportunity, considering external factors such as costs, benefits, risks and opportunities 2.3 Analyse opportunities for likely fit with organisational goals and capabilities 2.4 Evaluate each opportunity and determine impact on current business and customer base
3. Formulate marketing strategy	3.1 Develop marketing strategy in consultation with key internal stakeholders according to prepared research 3.2 Formulate related key performance indicators for marketing strategy 3.3 Develop risk management strategy, and identify risks and manage contingencies 3.4 Document marketing strategy according to organisational policies and procedures

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	Accesses, analyses and evaluates information from a range of sources relating to the marketing process
Writing	- Uses a range of writing styles to articulate complex concepts - Revises and edits documents based on feedback - Uses appropriate formats and grammatical structures to present information logically for different audiences
Oral Communication	- 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 and clarify or confirm understanding
Numeracy	Analyses complex numerical information on trend data, targets and budgets
Self-management	- Works autonomously making high-level decisions to ensure organisational objectives and regulatory requirements are met - Understands own legal and ethical rights and responsibilities

Skill	Description
Teamwork	- Identifies 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 commitment to shared goals
Planning and organising	- Uses logical planning processes, and an increasingly intuitive understanding of context, to extract relevant details when conducting strategic analysis - Systematically analyses information to formulate and evaluate alternative strategies - Makes a range of critical and non-critical decisions in relatively complex situations, taking a range of factors into account
Technology	Uses a range of digital applications to access data, extract, organise, and integrate relevant information

Unit Mapping Information

Supersedes and is equivalent to BSBMKG608 Develop organisational marketing objectives.

Supersedes but is not equivalent to BSBCUE605 Develop and maintain a customer engagement marketing strategy.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for BSBMKG621 Develop organisational marketing strategy

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- develop at least one organisational marketing strategy.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- cost-benefit analysis techniques
- key provisions of relevant legislation, codes of practice and national standards affecting marketing operations
- organisational structure, policies, procedures, products or services and overall strategic plans of organisation
- principles and concepts of marketing and evaluation methodologies
- situational analysis
- strengths, weaknesses, opportunities and threats (SWOT) analysis
- risk management strategies
- strategic, operational and tactical analysis techniques.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- examples of previous marketing strategy, analyses and plans
- workplace documentation and resources relevant to performance evidence
- legislation, regulations, standards and codes relevant to organisational marketing strategies.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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