



Australian Government

BSBMKG622 Manage organisational marketing processes

Release: 1

BSBMKG622 Manage organisational marketing processes

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 manage organisational marketing processes.

The unit applies to individuals who are senior personnel responsible for managing the overall marketing process of an organisation and for managing marketing personnel. These individuals typically 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

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. Manage marketing performance	1.1 Manage marketing efforts for areas of greatest potential for the organisation 1.2 Manage integration of marketing, promotional and sales activities according to strategic marketing objectives 1.3 Monitor product, distribution, pricing and marketing communication policies according to market movements, marketing plan objectives and organisational requirements
2. Manage marketing personnel	2.1 Communicate strategic marketing objectives across the organisation 2.2 Identify and confirm roles, responsibilities and accountabilities of staff and contractors involved in all elements of marketing

ELEMENT	PERFORMANCE CRITERIA
	effort 2.3 Develop communication strategy and confirm collaboration between relevant personnel in the marketing mix 2.4 Provide support to individuals and teams 2.5 Identify and address individual and team underperformance, according to organisational policies and procedures
3. Evaluate and improve strategic marketing performance	3.1 Monitor overall marketing progress against performance targets use marketing metrics 3.2 Analyse marketing outcomes, review strategic objectives and marketing metrics 3.3 Analyse successes and performance gaps considering cause and effect 3.4 Analyse over or under performance against targets for trends and set new targets, as required 3.5 Analyse changes in market phenomena, and identify and document their impact on strategic marketing objectives 3.6 Document review of marketing performance against key performance indicators according to organisational requirements

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 information from a range of sources and accurately interprets and analyses data relevant to marketing process
Writing	Prepares detailed documentation using appropriate terminology and format to convey clear messages to team members and relevant stakeholders
Numeracy	Analyses and evaluates complex numeric information relating to budgets, targets and trend data
Self-management	- Monitors adherence to organisational policies and objectives - Considers own role for its contribution to broader goals of work environment - Supports new ideas that contribute to achievement of broader goals
Teamwork	- Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction - Identifies importance of taking audience, purpose and contextual factors into account when making decisions about what to

Skill	Description
	communicate with whom, why and how
Planning and organising	• 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
Problem solving	• Identifies and addresses some unfamiliar problems of increasing complexity within own scope

Unit Mapping Information

Supersedes and is equivalent to BSBMKG603 Manage the marketing process.

Supersedes but is not equivalent to BSBMKG611 Manage measurement of marketing effectiveness.

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 BSBMKG622 Manage organisational marketing processes

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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:

- manage marketing processes for an organisation.

In the course of the above, the candidate must:

- monitor marketing performance and compare performance against key performance indicators
- communicate marketing objectives to relevant personnel according to organisation requirements
- capitalising on over-performance and minimising under-performance against marketing objectives.

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:

- economic, social and industry directions, trends and practices relevant to marketing in an organisation
- different marketing organisational structures, roles, responsibilities and policies
- industry product and service knowledge
- principles of marketing, strategic analysis and strategic management
- marketing performance targets including:
 - activity, quality, cost, and time requirements
- communication strategies
- statistical and data evaluation techniques to measure marketing performance
- performance management and mentoring of individuals and teams.

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:

- workplace documentation and resources relevant to performance evidence.

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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