



Australian Government

BSBMKG623 Develop marketing plans

Release: 1

BSBMKG623 Develop marketing plans

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 research, develop and present marketing plans for an organisation.

The unit 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

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. Prepare to write marketing plan	1.1 Research market conditions 1.2 Consult with key stakeholders and seek additional context 1.3 Review any previous marketing plans and marketing performance, where possible 1.4 Collate information for development of marketing plan
2. Write marketing plan	2.1 Develop marketing objectives according to organisational goals and targets 2.2 Develop marketing strategies according to marketing objectives and legal and ethical requirements

ELEMENT	PERFORMANCE CRITERIA
	2.3 Develop budget and timeline according to marketing strategy 2.4 Develop action plan according to marketing strategy and organisational, legal and ethical requirements 2.5 Develop a marketing performance review strategy for the assessment of organisational performance against marketing objectives
3. Finalise marketing plan	3.1 Communicate marketing plan to relevant stakeholders and seek approval within required format and timeframe 3.2 Adjust marketing plan in response to feedback from key stakeholders 3.3 Distribute marketing plan for implementation within required timeframe 3.4 Store marketing plan according to organisational policy 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 information from a range of sources and accurately analyses and evaluates complex information relating to the marketing process
Writing	- 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	- 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	Analyses and manages complex information relating to timelines, 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
Problem solving	Uses problem-solving processes to identify key information and issues, evaluate alternative strategies, anticipate consequences and consider implementation issues and contingencies

Skill	Description
Planning and organising	• Accepts responsibility for planning and sequencing complex tasks and workload to meet timelines

Unit Mapping Information

Supersedes and is equivalent to BSBMKG609 Develop a marketing plan.

Supersedes but is not equivalent to BSBMKG610 Develop, implement and monitor a marketing campaign.

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 BSBMKG623 Develop marketing plans

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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 one marketing plan according to organisational objectives, including:
 - researching information
 - consulting with stakeholders
 - developing marketing objectives, strategies, budget and a marketing performance review strategy according to task requirements
 - seeking approval for marketing plan from relevant stakeholders
 - adjusting and disseminating final marketing plan according to feedback and organisational policy and procedures.

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:

- organisational structure, products and services and strategic and marketing objectives
- components of a marketing plan including:
 - environmental analysis
 - segmentation, target market and positioning
 - market objectives
 - marketing strategy or marketing mix
 - budget
 - implementation plan
 - monitor or evaluation control plan including risk contingency plan
- common marketing opportunities including:
 - strategic alliances and cooperative business models
 - new products or services that target specific markets

- greater market penetration with existing products or services
- take-overs
- new businesses and franchising
- common marketing strategies and marketing approaches
- processes to ensure marketing strategies, approaches and marketing mix align to organisation's objectives and are legal, ethical and achievable
- legislative and regulatory context of the organisation as relevant to the marketing plan.

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:

- legislation, regulations, standards and codes relevant to developing marketing plans
- 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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