



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG519A Plan and implement business-to-business marketing

Revision Number: 1

BSBMKG519A Plan and implement business-to-business marketing

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to plan and implement business-to-business (B2B) marketing. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to individuals working in a marketing supervisory or management role within a marketing team responsible for business-to-business marketing. They may work in small, medium or large enterprises and in a variety of industries. The unit reflects the fact that business-to-business marketing differs from consumer marketing; and that business markets have distinctive characteristics with implications for a strategy.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify and evaluate business-to-business marketing strategies	1.1. Identify business-to-business markets in an industry context 1.2. Research characteristics of business markets in an industry context 1.3. Identify and analyse factors influencing business buyers in an industry context 1.4. Analyse the business buying process and its implications in the industry context 1.5. Research and analyse a range of business-to-business marketing strategies appropriate for an organisation 1.6. Identify key personnel in the buying decision process in the organisation's business markets
2. Select business-to-business marketing strategies	2.1. Analyse trends for business markets and identify business-to-business marketing opportunities for the organisation 2.2. Identify and analyse the success of the organisation's previous business-to-business marketing strategies 2.3. Select most appropriate business-to-business marketing strategies and activities that fit with the organisation's strategic and marketing plans
3. Plan and develop business-to-business marketing activities	3.1. Record business-to-business marketing objectives and purpose 3.2. Calculate costs of business-to-business marketing activities with assistance of appropriate personnel 3.3. Select methods to report and measure effectiveness of business-to-business marketing activities 3.4. Assign responsibilities to team members for business-to-business marketing activities 3.5. Record the business-to-business marketing plan and present to relevant stakeholders 3.6. Assemble required resources to implement the business-to-business marketing plan
4. Implement and monitor business-to-business marketing plan	4.1. Schedule work on each business-to-business marketing campaign element, according to lead times required and marketing plan 4.2. Brief staff and suppliers on their budgets, time lines, roles and responsibilities, and legal and ethical requirements 4.3. Plan implementation of business-to-business

ELEMENT	PERFORMANCE CRITERIA
	marketing activities according to marketing plan 4.4. Identify and use evaluation criteria and <i>evaluation methods</i> to determine effectiveness of marketing plan 4.5. Analyse success indicators of business-to-business marketing plan and record performance according to organisational reporting requirements

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- creativity and innovation skills to identify new business-to-business marketing opportunities
- learning and analytical skills to:
 - evaluate effectiveness of business-to-business marketing
 - use this learning to contribute to operational outcomes
- literacy skills to produce reports with complex concepts and ideas
- numeracy skills to set marketing budgets
- research skills to research trends, customer requirements, and appropriate strategies for business-to-business marketing
- teamwork skills to involve relevant personnel in business-to-business marketing

Required knowledge

- business buying processes
- characteristics of business markets compared to consumer markets
- factors influencing business buyers
- range of strategies for business-to-business marketing
- trends in business-to-business marketing

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- development of a business-to-business marketing plan providing information on the:
 - objectives of the business-to-business marketing strategy
 - business-to-business marketing strategies and activities to be undertaken
 - budget
 - methods of measuring effectiveness
 - responsibilities
- implementation of a business-to-business marketing plan.

Context of and specific resources for assessment

Assessment must ensure access to:

- a workplace or simulated work environment
- office equipment and resources
- relevant organisational documentation.

Method of assessment

The following assessment methods are appropriate for this unit:

- analysis of responses to case studies and scenarios
- review of a portfolio of evidence documenting research, planning and implementation of a business-to-business marketing strategy
- oral or written questioning around aspects of business-to-business marketing
- observation of presentation of reports to relevant personnel
- assessment of reports.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Business-to-business markets</i> may include:	• government markets • industrial markets • institutional and not-for-profit markets • retail and wholesale markets • service markets.
<i>Characteristics of business markets</i> may include:	• market structure and demand, such as: • close supplier-customer relationships • derived demand from the demand for consumer products and services • fewer buyers than in consumer markets • fluctuating demand • geographically concentrated buyers • inelastic demand • larger buyers than in consumer markets • nature of buying unit, such as: • professional purchasing and procurement officers • several buying influences, e.g. buying committees • types of decisions and the decision process, such as: • buying process more formalised • complex decisions • more direct purchasing • some leasing rather than buying.
<i>Factors influencing business buyers</i> may include:	• environmental factors • organisational factors • interpersonal factors of people involved in the decision • individual factors of people involved in the decision • type of buying situation.
<i>Business buying process</i> may include:	• general need description • information and supplier search • order-routine specification • post-purchase performance review

RANGE STATEMENT	
	• problem recognition • product specification • proposal solicitation • supplier selection.
<i>Business-to-business marketing strategies</i> may include:	• cultivating long-term customers through such things as: • assigning highly trained sales people to key accounts • loyalty programs • personal selling • relationships management • development of long-term partnering arrangements • engaging in marketing efforts to encourage the sale of the business buyers' products • introducing innovative products and services that add value • monitoring the performance of sales channels and partnerships and focusing on most profitable channels • responding to requests for proposals (RFPs) • targeting brand messages to both buyers and influencers • using new technologies for e-business.
<i>Key personnel in the buying decision process</i> may include:	• finance manager • people who will use the product or service • personnel with formal authority to select the suppliers and arrange terms of purchase • personnel with power to approve final suppliers • technical personnel.
<i>Appropriate personnel</i> may include:	• accountant • finance manager.
<i>Evaluation methods</i> may include:	• customer focus groups • lost customer research • post-transaction surveys • relationship surveys • review of customer complaints.

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business development - marketing
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Co-requisite units

Co-requisite units		