



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG523A Design and develop an integrated marketing communication plan

Revision Number: 1

BSBMKG523A Design and develop an integrated marketing communication plan

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to identify and evaluate the range of marketing communication options and media, to design an integrated marketing communication plan, and to develop a marketing communication brief and creative brief that reflect client needs and preferences. 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 supervisory or management marketing or advertising role within a marketing or advertising team or media organisation.
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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. Determine marketing communication requirements	1.1. Confirm marketing communication purpose and objectives with the client 1.2. Obtain comprehensive client and product information 1.3. Review outcomes of previous marketing communication with the client 1.4. Confirm budget allocation with the client
2. Develop a marketing communication brief	2.1. Develop a brief, ensuring it contains a client profile, purpose statement and objectives that reflect client needs 2.2. State marketing communication objectives in measurable terms and provide specific guidelines on what is to be accomplished by the marketing communication 2.3. Define key characteristics, competitive factors and the market situation facing the product or service 2.4. Include a summary of information on the target audience , and legal and ethical constraints
3. Design the integrated marketing communication strategy	3.1. Select marketing communication options appropriate for the marketing communication brief 3.2. Critically analyse the advantages and disadvantages of each marketing communications variable and media vehicles for the product or service 3.3. Determine media characteristics that match the requirements of the brief 3.4. Analyse media consumption habits for primary and supplementary marketing media among target audiences 3.5. Evaluate media styles as they relate to brand character of the product or service being marketed 3.6. Compare the advantages and disadvantages of selecting multiple media in a media plan 3.7. Develop and apply criteria for selecting multiple media combinations
4. Select and recommend media for the marketing strategy	4.1. Select media vehicles that match the requirements of the marketing brief for the product or service 4.2. Recommend primary and secondary marketing media that meet target audience preferences 4.3. Ensure recommended media meet the brief, client's requirements, and legal and ethical constraints
5. Develop a creative brief	5.1. Identify creative content for the chosen media using consumer language in the brief

ELEMENT	PERFORMANCE CRITERIA
	5.2. Identify <i>pitch or appeal</i> for the product or service in the brief that meets client requirements 5.3. Identify <i>supporting information</i> required for consumer understanding of the product or service in the brief 5.4. Ensure that budget for creative work, consistent with the overall marketing budget, is contained in the brief 5.5. Incorporate a deadline for creative work that is consistent with the overall media schedule in the brief

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication skills to question, clarify and report when creating marketing and creative briefs
- learning skills to evaluate and learn from previous marketing communication to contribute to the marketing communication plan
- literacy skills to:
 - read and interpret marketing briefs
 - write reports with complex concepts and ideas
- numeracy skills to develop budgets
- organisational and time-management skills to sequence tasks and meet timelines
- research and data-collection skills to evaluate the suitability of media to the product or service, and brand and marketing objectives
- technology skills to use a wide range of office equipment and software to create a marketing brief

Required knowledge

- economic, social and industry trends relevant to the choice of appropriate media options
- industry products or services in order to recommend appropriate media options
- overview knowledge to identify key provisions of relevant legislation, codes of practice and national standards that affect business operations as they relate to marketing, such as:
 - anti-discrimination legislation
 - consumer protection laws
 - copyright legislation
 - ethical principles
 - fair trading laws
 - privacy laws
 - Trade Practices Act
- principles of consumer behaviour and influences on buyer behaviour
- range of marketing communication options for different markets
- range of media vehicles for marketing communication options

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:

- production of an integrated strategic marketing communication plan for presentation to a client which includes:
 - purpose statement
 - definition of the target audience
 - analysis of the product or service
 - legal and ethical constraints
 - marketing communication functions and media vehicles chosen, with rationale for each
 - creative brief for the media options
 - schedule for the creative work
 - budgetary allocation for each media vehicle.

Context of and specific resources for assessment

Assessment must ensure access to:

- a workplace or simulated work environment
- office equipment and resources
- required documentation, including marketing brief.

Method of assessment

The following assessment methods are appropriate for this unit:

- review of portfolio of evidence of actions taken to produce a strategic marketing communication plan
- assessment of documented strategic marketing communication plan
- oral or written questioning to assess actions taken to produce the marketing communication plan
- analysis of responses to case studies and scenarios.

Guidance information for assessment

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

- BSBADV507B Develop a media plan.

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>Marketing communication purpose</i> may include:	- communicating a message to a particular audience - differentiating features or benefits - promoting image - providing information - recruiting staff - retaining customers - stimulating demand for a product or service.
<i>Client and product information</i> may include:	- company and its business policies and practices - company's promotional ethos - competition - distribution channels - existing customers and target market - packaging design - past advertising for the product - price, if any - problems and opportunities facing the product - product name and characteristics.
<i>Marketing communication objectives</i> may include:	- improve sales performance and/or profit - launch or re-launch a product or service - maintain or improve market share - maintain or increase awareness of a product or service - test a product or service.
<i>Information on the target audience</i> may include:	- attitudes - cultural factors - demographics - existing product usage - lifestyle - social factors - values.
<i>Legal and ethical constraints</i> may include:	- codes of practice, such as those issued by: - Advertising Federation of Australia - Australian Communications and Media Authority

RANGE STATEMENT

- Australian Competition and Consumer Commission
- Australasian Performing Right Association
- Commercial Radio Australia
- Free TV Australia
- cultural expectations and influences
- ethical principles
- legislation, for example:
 - anti-discrimination legislation
 - consumer protection laws
 - copyright legislation
 - ethical principles
 - fair trading laws
 - privacy laws
 - Trade Practices Act
- policies and guidelines
- regulations
- social responsibilities, such as protection of children and environmentally sustainable practices
- societal expectations.

RANGE STATEMENT

Marketing communication options may include:	• advertising • customer service • direct marketing • events and sponsorships • packaging • personal selling • publicity and public relations • sales promotion.
Media vehicles may include:	• aerial advertising • billboards and posters • cable and satellite television • cinema • direct mail • direct response • email marketing • exhibitions and trade fairs • internet • magazines • new media, including multimedia and hypermedia, such as: • streaming video and audio • 3-D virtual reality environments and effects • highly interactive user interfaces • mobile presentation • use of high-bandwidth • CD and DVD media • telephone and digital data integration • online communities • microdevices • live internet broadcasting • person-to-person visual communication • one-to-many visual communication • newspapers • outdoor • personal selling • podcasting • point of sale • radio • sales literature

RANGE STATEMENT	
	• sales promotion • sponsorship • television • telemarketing • transit media, such as bus sides and taxi backs • video, video games and videotext.
Media characteristics may include:	• level of audience involvement • level of audience receptiveness • motion effects • proximity to purchase • sound effects • visual effects • whether the target audience responds actively • whether the target audience responds passively.
Advantages of selecting multiple media may include:	• increasing the frequency of the advertising message • increasing the reach of the advertising message.
Disadvantages of selecting multiple media may include:	• duplication of impact • duplication of resources • increasing the cost of marketing.
Criteria may include:	• whether frequency will be increased • whether reach will be increased • cost • avoidance of 'zipping and zapping'.
Creative content may include:	• brand or image factors • colour • features of the product or service.
Pitch or appeal may include:	• key benefits promised to the audience by the advertiser, which may be: • emotional • need-arousing • need-satisfying • negative • positive • rational.
Supporting information may include:	• evidence to support the claimed benefit • purchasing information • reassurance for existing users

RANGE STATEMENT

	• requirement to specify the target audience.
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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		