



Australian Government

CUAMKG301 Assist with marketing and promotion

Release: 2

CUAMKG301 Assist with marketing and promotion

Modification History

Release	Comments
Release 2	This version released with CUA Creative Arts and Culture Training Package version 2.0. Updated assessment conditions section. Updated modification history section to reflect changed name of training package.
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 1.0.

Application

This unit describes the performance outcomes, skills and knowledge required to assist with an organisation's marketing and promotional activities.

At this level, individuals are required to use some discretion and judgement and operate under broad supervision within an established framework of plans and procedures.

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

Unit Sector

Business development – marketing

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Contribute to the development of promotional strategies	1.1 Monitor a range of internal and external marketing information to inform own work activities 1.2 Participate in discussions with relevant personnel about marketing and promotional activities 1.3 Contribute ideas about activities that could be included in promotional strategies 1.4 Compile information about the potential of media outlets to assist with the development of promotional strategies

	1.5 Maintain documentation related to promotional strategies
2. Undertake promotional activities	2.1 Prepare and distribute promotional materials promptly 2.2 Present organisation's identity accurately and confidently to individuals and organisations 2.3 Assist with promotional activities aimed at a broad range of external stakeholders 2.4 Maintain a database of industry contacts and sources of industry information 2.5 Attend industry events and other networking opportunities as required 2.6 Share knowledge obtained through networking with colleagues to enhance marketing activities
3. Finalise promotional activities	3.1 Monitor and document the results of strategies to test the response of target markets to promotional materials 3.2 Seek feedback on own work performance and adjust work practices accordingly

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Learning	1.1	Identifies key ideas and trends and applies new knowledge to own work
Reading	1.1, 2.1	Interprets a broad range of marketing information and material
Writing	1.4, 1.5, 2.1, 3.1	Generates documentation in relation to marketing and promotional strategies and activities
Oral communication	1.2, 1.3, 2.2, 2.3, 2.5, 2.6, 3.2	- Obtains information by listening and questioning - Discusses ideas and solutions - Uses clear language to express ideas and convey information
Navigate the world of work	2.1, 2.2, 2.6	- Identifies and follows procedures and expectations associated with own role - Projects a professional image

Interact with others	1.2, 1.3, 2.2, 2.3, 2.5, 2.6, 3.2	- Plays an active role in group discussions - Shares information and resources - Adjusts personal communication style in recognition of the values, beliefs and cultural expectations of others
Get the work done	1.2, 1.3, 1.4, 1.5, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1	- Adopts a methodical and logical approach to preparing for, and assisting with, a range of marketing and promotional activities - Uses the internet as a research tool - Uses standard word processing, spreadsheet and database applications to prepare and distribute information, and maintain records

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAMKG301 Assist with marketing and promotion (Release 2)	CUAMKG301 Assist with marketing and promotion (Release 1)	Updated assessment conditions section. Updated modification history section to reflect changed name of training package.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>

Assessment Requirements for CUAMKG301 Assist with marketing and promotion

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Performance Evidence

Evidence of the ability to:

- undertake a range of tasks to assist with promoting at least one event or activity
- maintain a database of industry contacts
- work cooperatively in a team environment.

Note: If a specific volume or frequency is not stated, then evidence must be provided for each of the above points at least once.

Knowledge Evidence

To complete the unit requirements the individual must:

- provide examples of sources of marketing information about own industry sector
- describe the market for different types of products and services in own industry sector
- describe the ways in which different types of businesses present and promote their products and services
- describe the formats and features of different types of promotional materials, and ways in which they can be produced
- describe issues and challenges that typically arise in the context of assisting with marketing and promotional activities, and suggest ways of addressing them
- provide examples of networking and distribution channels relevant to own industry sector.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- an environment in which promotional activities are undertaken
- resources required for marketing activities.

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

Links

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