



Australian Government

CUAMKG311 Assist with marketing and promotion

Release: 1

CUAMKG311 Assist with marketing and promotion

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

Application

This unit describes the skills and knowledge required to assist with an organisational marketing and promotional activities. It involves developing promotional strategies, undertaking promotional activities that include digital marketing, attending events or activities and building professional relationships and overseeing the results of promotional strategies.

The unit applies to those who 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

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. Contribute to the development of promotional strategies	1.1 Monitor different internal and external marketing information according to organisational policies and procedures 1.2 Participate in discussions with required personnel about marketing and promotional activities 1.3 Contribute ideas about activities that could be included in promotional strategies 1.4 Compile information about potential of media outlets to assist with development of promotional strategies 1.5 Maintain documentation relating to promotional strategies according to organisational policies and procedures
2. Undertake promotional	2.1 Prepare and distribute promotional materials according to

ELEMENT	PERFORMANCE CRITERIA
activities	organisational policies and procedures 2.2 Present organisation's identity according to organisational policies and procedures to individuals and organisations 2.3 Assist with promotional activities aimed at different external stakeholders 2.4 Maintain database of industry contacts and sources of industry information according to organisational policies and procedures 2.5 Attend industry events, activities or other networking opportunities as required 2.6 Share knowledge obtained through networking with colleagues
3. Finalise promotional activities	3.1 Monitor and document results of strategies, test response of target markets to promotional materials and adjust as required 3.2 Seek feedback on own work performance and adjust work practices accordingly

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
Learning	Identifies key ideas and trends and applies new knowledge to own work
Oral communication	- Obtains information using listening and questioning techniques - Discusses ideas and solutions - Expresses ideas and conveys information using clear language
Reading	Interprets different marketing information and material
Writing	Generates documentation in relation to marketing and promotional strategies and activities
Planning and organising	Adopts a methodical and logical approach when preparing for and assisting with different marketing and promotional activities
Self-management	- Identifies and follows procedures and expectations associated with own role - Projects a professional image
Teamwork	- 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

SKILL	DESCRIPTION
Technology	• Uses the internet as a research tool • Prepares and distributes information, and maintains records using standard work processing, spreadsheets and database applications

Unit Mapping Information

Supersedes and is equivalent to CUAMKG301 Assist with marketing and promotion.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for CUAMKG311 Assist with marketing and promotion

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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:

- assist with marketing and promotion for at least two different organisational events or activities.

In the course of the above, the candidate must:

- obtain marketing information from different sources
- develop and document ideas for promotional strategies
- execute promotional strategies
- establish a database of industry contacts and build relationships with key stakeholders
- use digital marketing according to organisation policies and procedures
- work cooperatively in a team environment.

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:

- sources of marketing information about own industry sector
- organisational policies and procedures applicable to marketing and promoting events or activities, including use of digital marketing
- cultural sensitivities and protocols applicable to marketing and promoting events or activities
- market for different types of products and services in own industry sector
- ways in which different types of businesses present and promote their products and services
- formats and features of different types of promotional materials, and ways in which they can be produced
- issues and challenges that typically arise in context of assisting with marketing and promotional activities, and common solutions
- techniques for using digital marketing for promoting events or activities

- examples of networking and distribution channels applicable to own industry sector
- techniques for networking and building professional relationships.

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:

- an environment in which promotional activities are undertaken
- resources required for marketing activities
- interaction with others required to demonstrate the performance evidence.

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

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