



Australian Government

CUAMKG501 Manage the promotion of creative acts

Release: 1

CUAMKG501 Manage the promotion of creative acts

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Application

This unit describes the skills and knowledge required to apply high level communication skills to promote creative artists or groups.

It applies to individuals who develop and maintain an extensive network of industry and media contacts, such as are promoters, artist managers or self-employed artists.

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. Develop a promotional plan	1.1 Match style of artists and creative acts to potential target markets, in collaboration with relevant people 1.2 Analyse the promotional viability of artists, and identify risks and strengths 1.3 Identify a range of activities that could be used for promotions 1.4 Investigate the potential of media outlets for promoting artists and creative acts 1.5 Develop and document a plan and budget for promotion in discussion with relevant people
2. Promote creative acts	2.1 Design and develop promotional activities and materials that reflect artists' image and meet target market needs

ELEMENT	PERFORMANCE CRITERIA
	2.2 Use methods of testing and sampling to determine the response of target markets to promotional activities and materials 2.3 Distribute promotional material to raise the profile of artists 2.4 Create publicity opportunities and record them for future use
3. Develop promotional networks	3.1 Monitor industry sources of information for promotional opportunities 3.2 Cultivate and maintain strategic relationships with a broad range of industry contacts 3.3 Develop and implement techniques to deal effectively with the media
4. Review promotional plan	4.1 Assess the effectiveness of promotional plan 4.2 Analyse costs and timelines to evaluate benefits of promotional activities 4.3 Revise promotional plan as required in consultation with relevant people

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
Reading	1.1, 3.1, 4.1, 4.2	- Researches, interprets and comprehends information from various sources - Evaluates information in written texts
Writing	1.5, 2.1, 4.3	Documents various written texts using language and format appropriate to audience and context
Oral Communication	1.1, 1.5, 3.2, 4.3	- Participates in discussions using appropriate vocabulary and non-verbal features - Uses listening and questioning skills to gather information and opinions, and check understanding
Numeracy	1.2, 1.5, 4.2	Performs calculations required to estimate timelines and financial outcomes
Interact with others	1.1, 1.5, 2.4, 3.2, 3.3, 4.3	Builds rapport to elicit the views of others, gain feedback and clarify understanding

		• Works collaboratively, building relationships and networks to support strategy and achieve goals
Get the work done	1.1-1.5, 2.1-2.4, 3.1-3.3, 4.1-4.2	• Plans, organises and implements tasks in a logical and efficient sequence • Monitors and reviews results of plans, making changes where required • Uses analytical skills to aid in decision making, to identify new or innovative ways of doing things, and to identify opportunities for improvement

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAMKG501 Manage the promotion of creative acts	CUSMKG501A Manage the promotion of creative acts	Updated to meet Standards for Training Packages. Minor edits to elements and performance criteria.	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 CUAMKG501 Manage the promotion of creative acts

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Performance Evidence

Evidence of the ability to:

- develop promotional plans for an artist or creative act
- devise and use activities to promote the artist or creative act
- develop and maintain a network of contacts for promotional purposes.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain the techniques for analysing the risks and strengths of an artist
- list the media outlets available for promoting artists, and give examples of when and how they could be used
- explain how promotional activities are selected to match the artist while also appealing to the target market
- explain techniques for testing the effectiveness of promotional activities
- outline new and emerging trends and information sources for marketing and promotion of creative acts
- explain techniques for dealing effectively with the media.

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 where promotional activities are undertaken
- interaction with others.

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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