



Australian Government

CUAMKG511 Manage the promotion of creative acts

Release: 1

CUAMKG511 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 5.0.

Application

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

The unit applies to individuals who develop and maintain an extensive network of industry and media contacts, such as 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 promotional plan	1.1 Match style of artists and creative acts to potential target markets in collaboration with required personnel 1.2 Analyse promotional viability of artists, and identify risks and strengths 1.3 Identify ideas for different promotional activities 1.4 Determine copyright and intellectual property requirements 1.5 Identify and evaluate media outlets based on ability to promote artists and creative acts 1.6 Develop and document plan and budget for promotion in discussion with required personnel
2. Promote creative acts	2.1 Design and develop promotional activities and materials that reflect images of artists and meet target market needs 2.2 Investigate response of target markets to promotion activities

ELEMENT	PERFORMANCE CRITERIA
	and materials using methods of testing and sampling 2.3 Raise artists' profiles using distribution of promotional material 2.4 Create publicity opportunities and record them for future use
3. Develop promotional networks	3.1 Review industry sources of information and identify promotional opportunities 3.2 Create strategic relationships with different industry contacts 3.3 Develop and implement techniques to manage response of media stakeholders and organisations
4. Review promotional plan	4.1 Assess outcomes of promotional plan according to intended purpose and requirements 4.2 Evaluate benefits of promotional activities using analysis of cost and timelines 4.3 Revise promotional plan in consultation with required personnel as required

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
Numeracy	Estimates timelines and financial outcomes using required calculations
Oral communication	- Participates in discussions using required vocabulary - Gathers information, opinions and clarifies understanding using listening and questioning skills
Reading	- Researches, interprets and comprehends information from different sources - Evaluates information in written texts
Writing	Documents various written texts using language and format required for intended purpose and audience
Teamwork	Elicits views of others, gains feedback and clarifies understanding while building rapport and using required non-verbal communication
Initiative and enterprise	- Supports strategy and goals using collaboration with others, relationship building and networks - Makes decisions, identifies new or innovative approaches and identifies opportunities for improvements using analytical thinking

SKILL	DESCRIPTION
Planning and organising	- Plans, organises and implements tasks in logical sequence within required timeframes - Monitors and reviews results of plans and makes changes as required
Technology	Utilises project planning, word and number processing tools

Unit Mapping Information

Supersedes and is equivalent to CUAMKG501 Manage the promotion of creative acts.

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 CUAMKG511 Manage the promotion of creative acts

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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:

- devise and use at least three different activities to promote selected artists or creative acts.

In the course of the above, the candidate must:

- develop and document promotional plan for artist or creative act
- develop a strategy for developing and maintaining network of contacts for promotional activities
- evaluate effectiveness of promotional plans using feedback from others.

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:

- techniques for analysing risks and strengths of artists
- media outlets available for promoting artists, and information about when and how to use them
- techniques for selecting promotional activities to match artist while also appealing to target market
- techniques for testing effectiveness of promotional activities
- new and emerging trends and information sources for marketing and promotion of creative acts
- copyright and intellectual property requirements relating to promotion of artists and creative acts
- techniques for managing media stakeholders and organisations.

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:

- 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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