



Australian Government

Assessment Requirements for DEFDPA003

Conduct market profiling

Release 2

Assessment Requirements for DEFDP A003 Conduct market profiling

Modification History

Release 2. Punctuation errors corrected. Assessment conditions clarified.

Release 1. This is the first release of this unit of competency in the DEF Defence Training Package.

Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria on at least one occasion and include:

- applying communication ethics relevant to the audience and organisation
- applying relevant organisational policies and procedures
- conducting market profiling
- identifying relevant information, writing reports, and interpreting internal and external information
- identifying the target market, and selecting targeting and positioning strategies that meet organisational requirements
- providing a profile that contains rationale and supporting information.
- researching and analysing.

Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria and include knowledge of:

- criteria to use in segmenting the market, including:
 - stakeholder needs
 - benefits desired
 - service usage
 - attitude
 - demographics
 - lifestyle
 - social and cultural factors
 - business characteristics
- data collection and analysing techniques
- elements of marketing profiling/media planning, including:

- targeting strategy
- demographic descriptions
- psychographic descriptions
- positioning strategies
- market mix
- organisational business and marketing/media plan
- organisational business structure, and relevant products and services
- product and service standards, and relevant best practice models
- relevant legislation, organisational policies and procedures.

Assessment Conditions

Assessors must satisfy relevant vocational education and training legislation, frameworks and/or standards.

Assessment must occur in workplace operational situations. Where this is not appropriate, assessment must occur in simulated workplace operational situations that replicate workplace conditions.

Resources for assessment must include access to:

- a range of relevant exercises, case studies and/or simulations
- acceptable means of simulation assessment
- relevant and appropriate materials, tools, equipment and personal protective equipment currently used in industry
- relevant standards, policy and instructions related to public affairs
- applicable documentation, including operational procedures, regulations, codes of practice and operation manuals.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>