



Australian Government

DEFDPA003 Conduct market profiling

Release 2

DEFDPA003 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.

Application

This unit specifies the skills and knowledge required to conduct market profiling to support public affairs activities.

It includes segmenting the market to identify the target market and profiling the target audience to develop a positioning strategy.

This unit applies to Defence public affairs personnel, but it could apply to any personnel who work in this field.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Persons undertaking this unit work independently or as part of a team and perform specific tasks in familiar contexts.

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

Pre-requisite Unit

Not applicable

Competency Field

Defence Public Affairs

Unit Sector

Not applicable

Elements and Performance Criteria

ELEMENTS

PERFORMANCE CRITERIA

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

- | | |
|---|---|
| 1 Segment the market | 1.1 Identify criteria to use in segmenting the market in accordance with the marketing/media plan

1.2 Access sources of information for segmenting and profiling markets in accordance with the marketing/media plan

1.3 Segment the market in accordance with identified criteria

1.4 Review market segments for their usefulness in terms of size, potential, distinctive needs, easy identification of members, and/or distinctive media use patterns |
| 2 Identify the target market | 2.1 Define the target market in terms of the stakeholders to be included as prospective users of a product or service, and in terms of the selected market segment/s

2.2 Explain the target market segments

2.3 Identify available strategic options and select the targeting strategy in accordance with operational policy and procedures |
| 3 Profile target audience | 3.1 Outline the total market and the selected market segment/s in the form of a stakeholder profile

3.2 Use demographic and/or psychographic profiles in accordance with the requirements of the marketing/media plan

3.3 Apply language, format, content and level of detail so that the profile is consistent with organisational requirements |
| 4 Develop a positioning strategy | 4.1 Identify a viable positioning strategy

4.2 Draft a marketing/positioning plan that aligns strategy with stakeholder profile

4.3 Consult with organisational stakeholders to ensure strategy aligns with organisational goals/mission |

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit supersedes and is equivalent to DEFPA003 Conduct market profiling.

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for DEFDPA003 Conduct market profiling

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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

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