



Australian Government

DEFPA003 Conduct market profiling

Release: 1

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Modification History

Release	TP Version	Comments
2	DEF12V2	New unit.
1	DEF12V1	Primary release.

Unit Descriptor

This unit covers the competency required to conduct market profiling to support public affairs activities

It includes segmenting the market, the selection of targeting strategies and tactics, the profiling of a target or target segments and the development of positioning strategies and implementation activities.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication. In a Defence context, this means that there is no civilian need to hold this unit in order to meet licensing, legislative, regulatory or certification requirements.

Application of the Unit

This unit applies to Public Affairs Officers within Defence who are involved in the conduct of market profiling as a workplace responsibility, but is applicable to all individuals who work in this field.

Typically, these individuals must demonstrate the ability to work independently or as part of a team under indirect supervision. They must be able to use discretion and judgement and take responsibility for the quality of their outputs.

All activities must be carried out in accordance with relevant legislation, organisational policies and procedures, including industrial agreements, legislation from all levels of government, and industry codes of practice.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Required Skills and Knowledge and/or the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Segment the market	1.1 <i>Criteria to use in segmenting the market</i> are identified in accordance with the marketing/media plan. 1.2 <i>Sources of information</i> for segmenting and profiling markets are identified and accessed in accordance with the marketing/media plan. 1.3 The market is segmented in accordance with the selected criteria. 1.4 Market segments are reviewed for their usefulness in terms of size, potential, distinctive needs, easy identification of members, and/or distinctive media use patterns. 1.5 Market segment/s are selected to meet the requirements of the marketing/media plan.
2. Identify the target market	2.1 Approaches to determining and describing the total market are evaluated and chosen. 2.2 The target market is defined in terms of the <i>stakeholders</i> to be included as prospective users of a product or service, and in terms of the selected market segment/s. 2.3 Descriptions of the target market use segment descriptors. 2.4 Available strategic options are identified and the <i>targeting strategy</i> that best meets the requirements of the marketing/media plan is selected.
3. Profile target audience	3.1 The total market and the selected market segment/s are described in the form of a stakeholder profile. 3.2 <i>Demographic</i> and /or <i>psychographic</i> descriptions are used in the stakeholder profile in accordance with the requirements of the marketing/media plan. 3.3 The profile meets organisational requirements in terms of language, format, content and level of detail.
4. Develop a positioning strategy	4.1 Available <i>positioning strategies</i> are identified and a strategy is chosen to meet <i>media</i> requirements and the stakeholder profile. 4.2 A positioning implementation plan is written in accordance with organisational requirements

Required Skills and Knowledge

This describes the essential skills and knowledge and their level, required for this unit.

Required Skills

- research and analyse
- apply legislation, regulations and organisational policies, procedures and practices relating to representing and promoting the organisation, including protocols for maintaining networks
- identify relevant information, write reports and interpret internal and external information
- communicate using questioning, clarifying and reporting
- identify the target market and select targeting and positioning strategies that meet organisation's requirements
- relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities

Required Knowledge

- Relevant legislation from all levels of government that affects business operation, especially in regard to Work health and safety and environmental issues, equal opportunity, industrial relations and anti-discrimination
- Organisation's business structure, products and services
- Organisation's business and marketing/media plan
- Product and service standards and best practice models
- Data collection and analysing techniques
- Market mix
- The elements of marketing/media planning

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, the Range Statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Assessment must confirm the ability to provide a Profile that contains rationale and supporting information

Consistency in performance

Competency should be demonstrated over time and should be observed in a range of actual or simulated work contexts.

Context of and specific resources for assessment

Context of assessment

Competency should be assessed in the workplace or under conditions that accurately simulate a realistic workplace in accordance with all relevant legislation and organisation requirements.

Evidence should be gathered while observing the individual profile the market. The application of communication ethics that are relevant to the audience and organisation are to be observed.

Specific resources for assessment

Access is required to relevant standards, policy and instructions related to public affairs.

Range Statement

The Range Statement relates to the Unit of Competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the Performance Criteria is detailed below.

Criteria to use in segmenting the market may include

- stakeholder needs
- benefits desired
- service usage
- attitude
- demographics
- lifestyle
- social and cultural factors
- business characteristics

Sources of information may

- industry sources

include	• existing research data • original and prior research (where the market segments are assumed at the beginning and research is used to confirm them)
Stakeholders may include	• individuals • businesses • media • services • clients • audience
Targeting strategy may include	• market share • ease of entry • growth considerations • differentiation and segmentation • niche markets • concentrated, differentiated and mass strategies
Demographic descriptions may include	• date and place of birth • sex • nationality • indigenous Australian • education • occupation • marital status • first language • other languages spoken at home • number and age of children • income level • disability
Psychographic descriptions may include	• activities • interests • opinions • values • attitudes • lifestyle
Positioning strategies may include	• image perceptions • prestige and exclusive positioning • conspicuous positioning • service positioning • value positioning • market leader positions • market follower positions

	• repositioning • competitive positioning
Media may include	• print (local, community, daily newspapers, magazines) • television (live or pre-recorded) • radio (live or pre-recorded) • social media

Unit Sector(s)

Not applicable.