



**Australian Government**

**Assessment Requirements for MEM22018  
Coordinate sales and promotion of  
engineering-related products or services**

**Release: 1**

# Assessment Requirements for MEM22018 Coordinate sales and promotion of engineering-related products or services

## Modification History

Release 1. Supersedes and is equivalent to MEM22018A Coordinate sales and promotion of engineering-related products or services.

## Performance Evidence

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

- following work instructions, standard operating procedures (SOPs) and safe work practices
- defining sales and marketing organisational mission and strategic objectives, features and functions within the organisation
- planning, scheduling and budgeting to achieve promotional and sales objectives
- identifying technical and market advantage for products or services, customer-supplier relationships, current markets and context, marketing and sales opportunities, and constraints
- investigating and evaluating options for sales, promotions and marketing team development, and completing feasibility analysis on marketing options on at least two occasions
- maintaining records of plans, priorities, schedules and progress, legislative compliance, personal and team skills development
- on at least two occasions coordinate implementation of:
  - objectives
  - sales, marketing and promotions
  - personal and team training
  - continuous improvement
  - problem-solving and decision-making
  - systems thinking
  - constraints and contingency management
  - short-term planning adjustments and rescheduling
  - marketing team resources and budget
- communicating and negotiating with stakeholders to monitor products and services
- reporting and documenting progress and results, data and analysis in accordance with standard operating procedures.

*Note: Where a volume and/or frequency is not specified, demonstration must be provided at least once.*

## Knowledge Evidence

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

- safe work practices and procedures
- work health and safety (WHS) and regulatory requirements, codes of practice, and risk minimisation and registration requirements
- personal responsibilities include:
  - role specification
  - workplace agreement or award
  - negotiation
  - contract, legal or regulatory obligations
  - professional and ethical considerations
  - agreed operational or project requirements
- typical constraints for sales and promotion activities
- engineering practices relevant to operations and supplied products and services in the context of marketing and sales including competitive pressures or markets, customer-supplier relationships and consumer protection legislation
- organisational management structure, functional team relationships, available technical and professional support services, communications and reporting lines
- audit procedures for personnel current competence, competence gaps and training requirements within marketing team
- opportunities for technological and personnel competence improvement
- sustainability implications of products and services
- sustainability issues related to continuous improvement of engineering-related projects and operations
- organisational mission and business strategy, operations and project plans and objectives
- opportunities and constraints related to sales and promotions
- techniques for analysis of organisational capability, current and future technological needs of customer base, and marketing opportunities
- software options for program management and budget control
- WHS, codes of practice, and other legislative requirements
- sustainability and ethical practice related to products and services, marketing team changes and developments
- risk management procedures
- procedures for reporting and recording of progress and records
- legal obligations of organisation and team related to employment conditions, consumer protection, trade practices, environmental and commercial legislation related to procedures.

## Assessment Conditions

- Assessors must:

- have vocational competency in co-ordinating sales and promotion of engineering-related products or services at least to the level being assessed with relevant industry knowledge and experience
- satisfy the assessor requirements in the *Standards for Registered Training Organisations 2015* or its replacement and comply with the *National Vocational Education and Training Regulator Act 2011*, its replacement or equivalent legislation covering VET regulation in a non-referring state/territory as the case requires.
- Where possible, assessment must occur in operational workplace situations. Where this is not possible or where personal safety or environmental damage are limiting factors, assessment must occur in a sufficiently rigorous simulated environment that reflects realistic operational workplace conditions that cover all aspects of workplace performance, including environment, task skills, task management skills, contingency management skills and job role environment skills.
- Conditions for assessment must include access to all tools, equipment, materials and documentation required including relevant workplace procedures, product and manufacturing specifications.
- Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b7050d37-5fd0-4740-8f7d-3b7a49c10bb2>