



Australian Government

Assessment Requirements for PUAPRS205 Manage marketing requirements

Release: 1

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Modification History

Release 1. This is the first release of this unit of competency in the Public Safety 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 includes

- communicating information
- comparing alternative marketing strategies with existing strategies
- developing and evaluating strategies, plans and advertising for cost effectiveness
- developing, implementing and evaluating marketing strategies and plans
- following organisational policies and procedures
- incorporating advice into marketing strategies
- maintaining records
- monitoring marketing strategies including establishing and documenting evaluation criteria, measuring performance against the evaluation criteria and adjusting the marketing strategy
- researching and assessing external trends for relevance to organisational profile
- researching, analysing and evaluating markets to determine organisational capacity for service
- setting schedules and targets for the introduction of new or improved strategies

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 includes knowledge of

- advertising strategies
- communication techniques
- community, environment and political trends
- external marketing services
- key parts of marketing strategies
- market strategy evaluation criteria
- marketing plans, principles, schedules and strategies
- organisational documentation, policies and procedures
- organisational service capacities
- range of promotional strategies
- target client's business and seasonal cycles

- types of marketing
- value added services provided by organisations

Assessment Conditions

As a minimum, assessors must satisfy applicable regulatory requirements, which include requirements in the Standards for Registered Training Organisations current at the time of assessment.

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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.

Assessment must occur in workplace operational situations. Where this is not appropriate, assessment must occur in industry-approved simulated workplace operational situations that reflect workplace conditions.

Competency be demonstrated in the development, implementation and evaluation of a marketing strategy and the knowledge of a range of marketing strategies.

Resources for assessment must include access to

- a range of relevant exercises, case studies and/or simulations
- relevant and appropriate materials, equipment, tools and personal protective clothing and equipment currently used in industry
- applicable documentation including organisational procedures, industry standards, equipment specifications, regulations, codes of practice and operation manuals.

Links

PUA Training Package Companion Volume Implementation Guide is found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=3eca5672-6d5a-410b-8942-810d0ba05bbf>