



Australian Government

PUAPRS205 Manage marketing requirements

Release: 1

PUAPRS205 Manage marketing requirements

Modification History

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

Application

This unit of competency involves the skills and knowledge required to conduct and manage marketing activities. It includes evaluating markets and organisational capacity for service, developing marketing strategies and plans and implementing and monitoring marketing strategies.

The unit is applicable to personnel undertaking marketing activities linked specifically to organisational entrepreneurial activities.

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

Pre-requisite Unit

Not applicable

Competency Field

Marketing

Unit Sector

Public Safety

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1 Evaluate markets and organisational capacity

PERFORMANCE CRITERIA

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

- 1.1** Markets for existing or new services and products are identified, researched and analysed for possible entry and/or development
- 1.2** An audit of existing service capacities is undertaken to

- identify scope for increased service provision
- 1.3** Preferred business profile is identified from business plans and other organisational documentation
- 1.4** Economic, community, environmental and political trends are assessed for relevance against organisational profile
- 2 Develop marketing strategies and plans**
- 2.1** Alternative marketing strategies for the organisation are identified and compared with existing strategies
- 2.2** Services and markets for the organisation are clearly identified, in accordance with organisational procedures
- 2.3** Marketing strategies incorporate suitable advice from marketing professionals, as required
- 2.4** Marketing service organisations are identified, and their services are accessed, as required
- 2.5** Cost effective marketing plans and pricing strategies are developed, in accordance with organisational procedures
- 2.6** Proposed service and/or product marketing plan is tested to verify demand, strategies, cost and ability to deliver, in accordance with organisational procedures and guidelines
- 3 Implement marketing strategies**
- 3.1** Suitable advertising and other promotional strategies are evaluated for cost effectiveness
- 3.2** Plans, schedules and targets are set for the introduction of new or improved strategies
- 3.3** Organisational marketing strategy and the roles and responsibilities within it are communicated to relevant personnel
- 3.4** Plans are developed to take into account the nature of the target client's business and seasonal cycles
- 3.5** Measures are taken to educate clients in value added services provided by the organisation
- 3.6** Implementation of marketing strategy is directed towards achieving planned outcomes
- 4 Monitor marketing strategy**
- 4.1** Evaluation criteria to assess effectiveness of marketing is established, in accordance with organisational

procedures

- 4.2 Records of performance against evaluation criteria are kept
- 4.3 Marketing strategy is adjusted in response to monitoring of performance

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 replaces and is equivalent to PUAPRS20529B Manage marketing requirements.

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>

Assessment Requirements for PUAPRS205 Manage marketing requirements

Modification History

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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 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.

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