



Australian Government

SIFXMPR001 Implement marketing and promotional activities

Release: 1

SIFXMPR001 Implement marketing and promotional activities

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to implement a marketing strategy and plan. It applies to funeral home and cemetery and crematorium staff overseeing the marketing and promotion of funeral products and services. The work is performed according to work health and safety, relevant legislation and workplace policies and procedures.

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

Competency Field

Marketing and Public Relations

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Implement marketing strategies and plans.

PERFORMANCE CRITERIA

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

- 1.1 Develop an understanding of the business's marketing strategy and marketing plan.
- 1.2 Communicate the business's marketing strategy and specific marketing plans to team members.
- 1.3 Train staff to implement marketing strategy and marketing plans.
- 1.4 Assist in production and distribution of relevant marketing materials as required.
- 1.5 Monitor marketing plans against business's marketing strategy and assess outcomes.
- 1.6 Prepare and distribute reports of marketing outcomes to appropriate staff.
- 1.7 Provide suggestions to improve marketing activities or results.

- 2. Coordinate promotional displays for funeral services products and services.
 - 2.1 Identify funeral services products and services to be promoted according to marketing strategy and plans.
 - 2.2 Plan and communicate display requirements according to workplace display and pricing and ticketing standards.
 - 2.3 Supervise completion of construction of displays, ensuring correct pricing and ticketing.
 - 2.4 Monitor replenishment of promotional merchandise and rotation of stock on display and take corrective action.
 - 2.5 Assess and evaluate display presentation standards.

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance.

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

Unit Mapping Information

SIFMPR001A Implement marketing and promotional activities.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c2c3131e-4418-4aa3-8ff1-a855c95f7fd6>

Assessment Requirements for SIFXMPR001 Implement marketing and promotional activities

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to:

- implement and monitor marketing and promotional strategies and plans, including completing relevant staff training, and recording and reporting marketing results
- communicate the plan to team members including informing them of specific pricing details and promotional activities
- plan and supervise construction and maintenance of promotional displays for identified products according to timeframes, work health and safety/occupational health and safety and workplace policies and procedures.

Evidence of the implementation of two or more marketing and promotional activities to support two or more different products or services is required to demonstrate consistency of performance and ability to respond to different situations.

Knowledge Evidence

Demonstrated knowledge of:

- range of funeral services products and services
- marketing principles and practices, including:
 - development of marketing strategies that incorporate:
 - method for delivery of products and services
 - implications for implementation of strategy
 - implications for review and assessment of strategy
 - features of the marketing plans:
 - aims and objectives
 - expected outcomes
 - resources
 - staff roles and responsibilities
 - implementation timeframes
 - types of marketing materials that are effective for the funeral services industry
 - visual merchandising principles, that ensure balance and visual impact and accurate depiction of product or service being promoted
 - stock control and display maintenance

- display construction techniques, including load bearing capacity of fixtures and display areas and availability and use of materials
- relevant federal, state or territory, and local government legislation and regulations relating to work health and safety/occupational health and safety and consumer protection
- workplace marketing strategy and marketing plans
- workplace display of products and range
- workplace policies and procedures in relation to marketing and promotional activities.

Assessment Conditions

Skills must be demonstrated in the workplace or in a simulated environment that is as industry realistic as possible. In a simulated environment, it is essential that assessment is conducted:

- using suitable facilities, equipment and resources, including:
 - computers, communication technology and software programs to support marketing and promotional activities,
 - display equipment and pricing and ticketing systems
 - documentation including business marketing strategy and plan
- under industry conditions where there is:
 - integration of tasks with interruptions to work typical of the job role
 - speed and timing requirements that reflect commercial operating conditions
 - interaction with team members

Assessors must satisfy the NVR/AQTF mandatory competency requirements for assessors.

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