



Australian Government

Assessment Requirements for SIFXMPR005 Develop marketing strategies and activities

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to:

- develop marketing strategies for a specific funeral service product, service or organisation that identify current and relevant industry organisation marketing issues and include a detailed, realistic implementation program of activities
- implement a range of marketing activities and evaluate their utility.

Evidence of performance of two or more marketing strategies and suite of marketing activities is required to demonstrate consistency of performance and ability to respond to different situations.

Knowledge Evidence

Demonstrated knowledge of:

- concept of marketing
- concept and principles of marketing strategies, including:
 - trend analysis
 - promotion and advertising
 - product and service range and type
 - pricing, presentation and display of products and services
 - pursuing product differentiation and cost leadership within a specialist market segment
 - creating a very different product or service so that the business becomes a class leader in the industry
 - industry marketing trends
 - cost-benefit analysis methods
- marketing and promotional activities, including but not restricted to:
 - advertising in national, state or local newspapers
 - website
 - social media
 - word of mouth, referrals and testimonials
 - professional and industry journals
 - advertising on radio or television
 - display posters
 - exhibitions and in-house promotions
 - sponsorship
 - information sessions
 - developing networks and strategic alliances
- client feedback mechanisms
- federal, state or territory, and local government legislation and regulations relating to work health and safety/occupational health and safety and consumer protection
- workplace policies and procedures in relation to marketing plans.

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 develop marketing strategies and activities
 - funeral organisation business plan, pricing and service information
- under industry conditions where there is:
 - integration of tasks with possible interruptions to work typical of the job role.

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

Links

Companion Volume Implementation Guide - <http://www.serviceskills.com.au/resources>