



Australian Government

SIFXMPR005 Develop marketing strategies and activities

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop and implement marketing strategies and activities to improve market performance. It applies to funeral home and cemetery and crematorium staff overseeing the marketing or promotion of funeral products and services for micro and small businesses or a department in a larger organisation. 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	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Develop marketing strategies.	1.1 Analyse business and its key funeral services products and services to determine focus of marketing strategies according to business plan objectives. 1.2 Determine and document marketing strategies and objectives in consultation with relevant stakeholders according to business plan. 1.3 Balance range and pricing of products and services to meet client needs and fiscal responsibilities. 1.4 Brief staff involved in marketing effort on their roles and responsibilities to ensure success of marketing strategies.
2. Develop marketing and promotional	2.1 Determine marketing and promotional activities to suit each target market.

- activities.
- 2.2 Plan and implement marketing and promotional activities according to marketing objectives and budgetary requirements.
 - 2.3 Develop marketing and promotional materials in conjunction with appropriate personnel.
3. Monitor and improve marketing performance.
- 3.1 Monitor marketing promotional activities and evaluate effectiveness accordance to sales objectives and targets.
 - 3.2 Analyse issues affecting effectiveness and take corrective action.
 - 3.3 Provide opportunities to relevant people to suggest ways to improve marketing performance.
 - 3.4 Seek and analyse client feedback on all aspects of marketing and promotional activities to improve targeting and outcomes.
 - 3.5 Conduct ongoing research of client requirements to identify opportunities for change and improvement.

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

SIFMPR004A Develop marketing strategies and 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 SIFXMPR005 Develop marketing strategies and activities

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.

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