



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

Elements describe the essential outcomes.

1. Develop marketing strategies.

2. Develop marketing and promotional activities.

3. Monitor and improve marketing performance.

PERFORMANCE CRITERIA

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

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.

2.1 Determine marketing and promotional activities to suit each target market.

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.

3.1 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 Guide - <http://www.serviceskills.com.au/resources>