



Australian Government

Department of Education, Employment and Workplace Relations

SIFMPR001A Implement marketing and promotional activities

Revision Number: 1

SIFMPR001A Implement marketing and promotional activities

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to coordinate and implement the organisation's marketing strategy and marketing plans and oversee the construction and maintenance of promotional displays.

Application of the Unit

Application of the unit

This unit applies to funeral home and cemetery and crematorium staff overseeing the marketing and promotion of funeral products and services.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units

Nil

Employability Skills Information

Employability skills This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Implement marketing strategy and plans.	1.1 Identify organisation's <i>marketing strategy</i> and <i>marketing plan</i>. 1.2 Communicate organisation's overall marketing strategy and specific marketing plans to team members. 1.3 Train staff to implement marketing strategy and marketing plans according to <i>workplace policies and procedures</i>. 1.4 Assist in production and distribution of relevant <i>marketing materials</i> as required. 1.5 Monitor marketing plans against organisation'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.	2.1 Identify <i>products</i> and services to be promoted according to workplace marketing strategy and plans. 2.2 Plan construction of displays according to <i>workplace display standards</i> and <i>relevant legislation</i>. 2.3 Inform staff of workplace display standards and

ELEMENT**PERFORMANCE CRITERIA**

requirements.

- 2.4 Inform staff of pricing and ticketing requirements according to workplace policies and procedures.
- 2.5 Supervise construction of displays according to workplace policies and procedures.
- 2.6 Check pricing and ticketing is completed according to workplace policies and procedures, and relevant legislation.
- 2.7 Monitor replenishment of promotional merchandise and rotation of stock on display and take corrective action according to workplace policies and procedures.
- 2.8 Assess and evaluate display presentation standards according to workplace policies and procedures.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- safe manual handling techniques
- self-management, planning and organisational skills to implement marketing strategy and coordinate promotional displays
- communication skills, including clear and direct communication to convey information to staff and make suggestions regarding improvements to marketing activities
- literacy and numeracy skills to understand written documentation, accurately complete required documentation, assist in production of marketing material, and evaluate and produce reports summarising marketing results
- computer literacy to produce reports on marketing outcomes
- teamwork skills to coordinate and supervise staff
- problem-solving skills to identify problems with marketing activities and suggest improvements.

- Required knowledge
- marketing principles and practices
- organisation's marketing strategy and marketing plans
- display products and range
- pricing and ticketing procedures, including procedures for accessing information and implementing price changes
- display construction techniques and procedures, including load bearing capacity of fixtures and display areas and availability and use of materials
- visual merchandising principles
- stock control and display maintenance procedures
- broad working knowledge of relevant federal, state or territory, and local government legislation and regulations relating to OHS and consumer protection.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

EVIDENCE GUIDE

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- the identification, analysis, implementation and monitoring of the organisation's marketing strategy and plan
- ability to effectively communicate the plan to team members and to inform them of specific pricing details and promotional activities
- planning and supervising the construction and maintenance of promotional displays for identified products
- project or work activities conducted over a period of time so that the evaluation and monitoring aspects of implementing marketing and promotional activities can be assessed, to ensure consistency of performance and ability to respond to different situations.

Context of and specific resources for assessment

Assessment must ensure access to:

- appropriate computers, communication technology and software programs to implement marketing and promotional activities
- relevant documentation, such as funeral services industry business marketing strategy and plan
- display equipment and pricing and ticketing systems.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of candidate implementing and monitoring marketing and promotional strategies and plans, including completing relevant staff training, and recording and reporting marketing results
- observation of candidate planning and supervising construction and maintenance of displays according to timeframes, and workplace and OHS policies and procedures
- written or verbal questioning to assess knowledge and understanding of relevant workplace policies and procedures in relation to promotional activities
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SIFMPR004A Develop marketing strategies and activities.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Marketing strategy may include:

- method for delivery of products and services
- implications for implementation of strategy
- implications for review and assessment of strategy.

Marketing plan may include:

- aims and objectives
- staff roles and responsibilities
- implementation timeframes
- resources
- expected outcomes.

Workplace policies and procedures may include:

- standard operating policies and procedures
- standards and certification requirements
- quality assurance procedures
- OHS procedures
- emergency procedures, including fire and accident procedures
- security procedures
- display standards
- pricing and ticketing
- assessment and evaluation procedures.

Marketing materials may include:

- pamphlets
- leaflets
- posters
- kits.

RANGE STATEMENT

Products may include:

- brochures and pamphlets
- coffins or caskets
- coffin or casket accessories
- burial nameplates
- burial urns
- headstones.

Workplace display standards may include:

- balance and visual impact
- accurate depiction of product or service being promoted.

Relevant legislation may include:

- consumer law
- OHS, including:
 - workplace environment and safety
 - protective clothing and equipment
 - manual handling procedures
 - use of tools and equipment.

Unit Sector(s)

Sector

Funeral Services

Competency field

Competency field

Marketing and Public Relations