



Australian Government

Department of Education, Employment and Workplace Relations

SIFMPR004A Develop marketing strategies and activities

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to develop and implement marketing strategies and activities and improve market performance. It is suitable for micro and small businesses or a department in a larger organisation.
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Application of the Unit

Application of the unit	This unit applies to funeral home and cemetery and crematorium staff overseeing the marketing or promotion of funeral products and services.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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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

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| 1 Develop marketing strategies. | 1.1 Analyse business and its key products and services to determine focus of marketing strategies according to business plan objectives. |
| | 1.2 Determine <i>marketing strategies</i> and objectives in consultation with <i>relevant people</i> 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 activities. | 2.1 Determine <i>marketing and promotional activities</i> 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. |

ELEMENT**PERFORMANCE CRITERIA**

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| 3 | Monitor and improve marketing performance. | 3.1 | Monitor marketing promotional activities and evaluate their 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 <i>client feedback</i> 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. |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication and teamwork skills, including clear and direct communication and active listening and questioning techniques to consult with relevant people and obtain input on marketing and promotional activities from staff
- literacy and numeracy skills to analyse marketing data
- planning and organisational skills to develop promotional materials
- problem-solving skills to monitor and analyse effectiveness of activities and take corrective action.

Required knowledge

- marketing concepts and methods
- industry marketing trends
- workplace business plan
- cost-benefit analysis methods
- client feedback mechanisms
- broad working knowledge of relevant federal, state or territory consumer protection legislation.

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.

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

Evidence of the following is essential:

- 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

EVIDENCE GUIDE

- ability to implement a range of marketing activities and evaluate their utility
- project or work activities conducted over a period of time to allow the candidate to develop, implement and evaluate marketing strategies and activities for a given product, service or organisation and to ensure consistency of performance.

Context of and specific resources for assessment

Assessment must ensure:

- access to appropriate computers, communication technology and software programs to develop marketing strategies and activities
- interaction with clients to obtain feedback
- access to relevant documentation, such as a funeral organisation business plan, pricing and service information.

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 briefing staff on marketing strategies and promotional activities
- review of prepared marketing strategies and promotional materials
- written or verbal questioning to assess knowledge and understanding of cost-benefit analysis methods
- 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.

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 strategies may include:

- 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.

Relevant people may include:

- owner-operators
- partners
- financial backers
- clients
- accountant or other specialist services
- family members
- work team members
- subcontractors
- trade or industry associations
- regulatory bodies.

RANGE STATEMENT

Marketing and promotional activities may include:

- advertising in national, state or local newspapers
- website
- word of mouth, referrals and testimonials
- professional and industry journals
- advertising on radio or television
- mail drops
- display posters
- exhibitions and in-house promotions
- sponsorship
- developing networks and strategic alliances
- staff development programs to enhance customer service.

Client feedback may include:

- surveys
- other feedback mechanisms
- informal discussions
- client meetings and focus groups
- trend analysis.

Unit Sector(s)

Sector Funeral Services

Competency field

Competency field Marketing and Public Relations