



Australian Government

SIRXMKT001 Support marketing and promotional activities

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to support the implementation of marketing and promotional activities.

It applies to individuals working in frontline sales roles in a diverse range of industry sectors and business contexts. They operate with some independence under general supervision and guidance from others, and within established organisational policies and procedures.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-requisite Unit

Nil

Competency Field

Marketing

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. Confirm promotional and marketing activities.	1.1. Access information regarding upcoming marketing and promotional activities including objectives, resourcing and timing. 1.2. Confirm own role and responsibilities in supporting marketing and promotional activities and seek clarification as required.
2. Communicate promotional and marketing activities.	2.1. Communicate details of marketing and promotional programs to team members and customers as required. 2.2. Promote marketing and promotional activities to customers providing accurate information and details.

- 2.3. Respond to customer enquiries regarding marketing and promotional activities and refer complex enquiries to relevant personnel.
- 3. Support marketing and promotional programs.
 - 3.1. Access and display marketing and promotional signage and materials as required.
 - 3.2. Maintain marketing and promotional signage and materials.
 - 3.3. Act on opportunities to enhance outcomes of marketing and promotional activities.
 - 3.4. Ensure adequate resourcing to achieve marketing and promotional objectives.
 - 3.5. Refer marketing and promotional issues to relevant personnel as required.

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>

Assessment Requirements for SIRXMKT001 Support marketing and promotional activities

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- support the implementation of one marketing or promotional activity by:
 - accessing organisational marketing plan and determining activity requirements and own responsibilities
 - displaying and maintaining activity resourcing and materials
 - communicating activities to customers.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- organisational policies and procedures for the implementation of marketing and promotional activities as relevant to own role
- promotional and marketing resourcing
- techniques for supporting the achievement of marketing and promotional objectives
- techniques for communicating and promoting marketing and promotional activities to customers.

Assessment Conditions

Skills must be demonstrated in a retail environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- organisational policies and procedures for the implementation of marketing and promotional activities as relevant to own role
- marketing or promotional plans.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

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