



Australian Government

SIRXMKT003 Manage promotional activities

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to implement, manage and monitor promotional activities and determine effectiveness of promotional activities.

It applies to individuals working in promotions management roles in a diverse range of industry sectors and business contexts. They operate independently with some responsibility for others and decision making, and within established organisational policies and procedures.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

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. Implement promotional activity.	1.1.Obtain and review promotional brief from relevant personnel and seek clarification as required. 1.2.Identify internal and external factors that may impact on success of promotional activities and take opportunities to limit or enhance impact. 1.3.Develop promotional objectives in consultation with relevant personnel. 1.4.Review organisational promotional guidelines and arrange required resources.

- 1.5. Review competitor promotional activity as required.
 - 1.6. Share details of the promotion with team members, and assign relevant tasks and responsibilities.
2. Monitor promotional activity.
 - 2.1. Conduct checks to verify promotional guidelines are being followed.
 - 2.2. Check promotional items for correct display of information, pricing and labelling as required.
 - 2.3. Consult with team members and customers to gain feedback on promotional activity and communicate findings to relevant personnel.
3. Review promotional activity.
 - 3.1. Access and assess sales results for the promotional period.
 - 3.2. Report on promotional activity results and document impact of the promotional activity on sales results.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

Writing skills to:

- document promotional activity findings and results.

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 SIRXMKT003 Manage 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:

- access a promotions brief and develop promotion objectives for one of the following promotional activities:
 - launch of new product or service
 - promotion of seasonal event
 - promotion of sales event
- coordinate and monitor the above promotional activity across one promotional period
- review activities against objectives by:
 - assessing impact on sales
 - reporting on promotion activity outcomes and impacts.

Knowledge Evidence

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

- organisational policies and procedures for promotional activities
- commercial law and legislation relevant to promotional activities
- organisational promotional guidelines
- promotional briefs and their role in marketing activities
- techniques for managing and coordinating promotional activities
- internal and external factors that impact on success of promotional activities including:
 - economic
 - social
 - technological
 - environmental
 - competition
- strategies for improving success of retail promotions
- promotional planning processes:
 - setting objectives
 - allocation of responsibilities
 - resources

- documentation
- monitoring systems
- methods for measuring the success of promotional activities.

Assessment Conditions

Skills must be demonstrated in:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- promotional activities
- relevant documentation:
 - sales results for the specified promotional period
 - promotional brief
 - organisational policies and procedures for promotional activities
 - organisational promotional guidelines
 - relevant commercial law and legislation regarding promotional activities.

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

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