



Australian Government

Assessment Requirements for SIRXMKT005 Develop a marketing strategy

Release: 1

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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:

- determine a marketing strategy and develop a marketing plan for a product or service by:
 - researching and analysing internal and external business environments relevant to the product or service
 - developing and implementing a marketing plan that details:
 - priorities
 - responsibilities
 - performance indicators
 - timelines
 - budgets.
- evaluate the above marketing strategy and plan against performance indicators and report on overall effectiveness of marketing strategy.

Knowledge Evidence

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

- aspects of legal issues that impact on marketing activities:
 - Australian Consumer Law
 - copyright and intellectual property considerations
 - the Privacy Act 1988
 - specific issues arising from use of new technologies
- data collection tools and research methodologies as relevant to strategic marketing planning
- marketing planning techniques and formats and key features of a marketing plan
- internal and external issues that impact on market planning relevant to industry
- internal capabilities and resource considerations as relevant to marketing strategy and planning
- comparative market information relevant to marketing strategies:
 - benchmarking
 - best practice information

- competitor information
- industry marketing and distribution networks in the relevant context
- new and innovative marketing strategies in the relevant industry
- marketing performance indicators:
 - exposure achieved
 - sales achieved
 - penetration of target market
 - cost-effectiveness
- recommendations for strategic responses based on evaluation.
- ethical considerations for marketing:
 - appropriate use of images and text
 - codes of practice
 - protection of children
 - targeting of particular groups in the community
- sustainability considerations, opportunities and constraints for marketing in the relevant context, and those related to:
 - cultural and social sustainability
 - economic sustainability of marketing initiatives
 - resource conservation and waste minimisation.

Assessment Conditions

Skills must be demonstrated in an operational business operation or activity. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- current documentation outlining aspects of legal issues that impact on marketing activities as described in the Knowledge Evidence
- product or service for which market planning can be undertaken
- existing organisational marketing strategy and plans
- sources of information on internal and external operating environments
- stakeholders with whom the individual can interact; these can be:
 - individuals in an industry workplace, or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry.

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

Links

Companion Volume implementation guides are found in VETNet -

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