



Australian Government

SITXMPR005 Participate in cooperative online marketing initiatives

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to evaluate online cooperative tourism marketing initiatives, provide appropriate website content, and update this content using remote authoring skills. It requires a general knowledge of online marketing initiatives in the tourism industry and the basic technical skills that allow business operators to participate effectively in these initiatives.

The unit applies to all industry sectors. Individuals working independently with limited guidance from others undertake this role. This could include sales and marketing personnel, managers, and owner-operators of small businesses.

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

Pre-requisite Unit

Nil

Competency Field

Marketing and Public Relations

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Evaluate online cooperative marketing initiatives.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1.Source and evaluate information about current online cooperative marketing initiatives and sites for potential value to the business.
- 1.2.Select initiatives that respond to business requirements.
- 1.3.Evaluate additional skills, equipment or other resources required to participate.

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| 2. Provide online content in appropriate format and style. | 2.1. Review content requirements set down by administrator of cooperative initiative.
2.2. Develop content suited to an online environment and administrator requirements.
2.3. Identify, organise and prepare appropriate images for inclusion.
2.4. Upload content according to guidelines and protocols. |
| 3. Use remote authoring to update content. | 3.1. Develop protocols for regular and timely updating of content in cooperative sites.
3.2. Update content using remote authoring techniques according to requirements of cooperative site.
3.3. Evaluate content and outcomes of participation, and identify and address issues arising. |

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
Reading skills to:	- research information from varied and unfamiliar sources about online marketing initiatives - read and interpret technical requirements of the initiative.
Numeracy skills to:	work with numerical features of digital technologies.
Problem-solving skills to:	identify and respond to technical issues with online content.
Planning and organising skills to:	coordinate the different requirements for participating in a cooperative initiative.
Technology skills to:	manipulate digital images.

Unit Mapping Information

SITXMPR405 Participate in cooperative online marketing initiatives

Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

Assessment Requirements for SITXMPR005 Participate in cooperative online marketing initiatives

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:

- review and report on potential cooperative online marketing initiatives or sites for at least three different products or services according to business context
- develop a marketing proposal for at least one cooperative marketing site from the above, including relevance to the business, potential benefits, and technical and financial resource requirements
- create content for the above cooperative marketing site, including use of text and images
- upload content to cooperative marketing site according to technical procedures and to meet site content guidelines
- develop a schedule for updating text and images in the above content.

Knowledge Evidence

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

- online cooperative marketing opportunities available to the tourism industry in Australia
- current national, state and regional frameworks for online cooperative marketing initiatives for particular industry sectors
- business requirements to undertake online cooperative marketing:
 - available technology
 - budget
 - intended audience and market
 - marketing goals and strategies
 - time resources
 - training requirements
 - types of product and service offered
- content requirements for online sites:
 - conformity with style guides
 - links to other sites and emails
 - number and size of digital images or multimedia
 - number of words
 - order of information

- pricing by room or package
- proximity to data and geocoding
- protocols for uploading content:
 - allocating responsibility for updating of content
 - monitoring pricing and timing of the release of special offers
 - monitoring system-generated emails
 - timetable for updating words and images
- guidelines and requirements for format and style of typical online copy
- techniques for capturing, saving, storing, manipulating and uploading digital images to cooperative sites.

Assessment Conditions

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

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- current information and communications technology
- content suitable for online use:
 - text
 - images
 - multimedia
- different style guides and online technical specifications.

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

Links

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