



Australian Government

Assessment Requirements for SITXMPR009 Coordinate production of brochures and marketing materials

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:

- produce at least three of the marketing materials listed in the knowledge evidence, coordinating all aspects of the development process within specified deadlines
- produce each of the above marketing materials to:
 - meet stated objectives
 - provide current and accurate information
- proofread each of the above to ensure they are free from errors.

Knowledge Evidence

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

- types and key features of marketing materials:
 - advertising material
 - conference program or registration form
 - destination guide
 - direct mail piece
 - display material
 - event prospectus
 - invitation
 - product brochure
 - product support manual
 - promotional flyer or leaflet
 - venue maps
- objectives of marketing materials and the markets for which material is required
- physical and virtual media marketing opportunities
- factors that impact production of materials in both physical and virtual contexts:
 - accessibility for those with disabilities
 - availability of information
 - design issues
 - legal requirements

- marketing considerations:
 - distribution considerations
 - market for review of competitive materials
 - objectives
- resource constraints:
 - budget
 - in-house capability
- technology
- objectives of the material
- sustainability considerations
- time parameters
- current digital print production technologies, processes and terminology
- printing and industry conventions in relation to placement of information, page numbering and copyright information
- specification inclusions:
 - conditions of contract
 - delivery platform
 - interactivity requirements
 - layout and style of text
 - number of colours
 - number of photographs
 - production and delivery deadlines
 - size
 - total number required
 - type of paper
- quality indicators in marketing material production:
 - readability
 - photographic quality
 - effective use of colour
 - spacing requirements
- creative writing techniques used for the content of brochures and marketing materials
- procedures and requirements for preparation and proofing of material
- copyright laws and restrictions that apply to the inclusion of certain content in brochures and other marketing materials
- procedures for copyright clearance of restricted materials
- trade practices requirements around the need for accuracy of information in marketing materials.

Assessment Conditions

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

- an industry workplace; or
- a simulated industry environment set up for the purposes of assessment.

Assessment must ensure access to:

- current information and communications technology for the development of content
- suppliers of graphic design services, print production organisations and copywriters with whom the individual can interact. These can be:
 - those in an industry workplace who are assisted by the individual during the assessment process; or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

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=68c40a93-e51d-4e0f-bc06-899dff092694>