



Australian Government

SITXMPR012 Coordinate marketing activities

Release: 1

SITXMPR012 Coordinate marketing activities

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan and coordinate a range of marketing and promotional activities at an operational level. The unit incorporates knowledge of marketing principles.

The unit applies to all industry sectors, and to individuals who are responsible for coordinating marketing activities within the parameters of an established marketing strategy. Individuals working independently with limited supervision undertake this role. This could include marketing coordinators or managers and owner-operators of small businesses.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.

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. Plan and organise marketing activities.

PERFORMANCE CRITERIA

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

- 1.1. Plan marketing activities according to marketing plan or other organisational systems.
- 1.2. Identify, analyse and incorporate relevant market information and legal, ethical and sustainability requirements into short-term planning.
- 1.3. Confirm target markets and marketing medium.

- 1.4. Evaluate potential and suitability of marketing opportunities that arise.
 - 1.5. Proactively seek and evaluate innovative marketing opportunities, including use of new technologies and media.
 - 1.6. Develop and implement action plans to address operational details.
2. Undertake a general public relations role.
 - 2.1. Establish and conduct positive relationships with industry and media colleagues.
 - 2.2. Use networks to support marketing activities.
 - 2.3. Develop public relations resources as required, including media releases and industry or media support materials.
3. Review and report on marketing activities.
 - 3.1. Review activities according to agreed evaluation methods and incorporate results into future planning.
 - 3.2. Prepare reports according to organisational policy and required timeframes.
 - 3.3. Present current and clear market intelligence to inform sales and marketing planning.

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:	• interpret market trend information and marketing plans.
Oral communication skills to:	• liaise with industry and media colleagues.
Numeracy skills to:	• work within marketing budgets.
Problem-solving skills to:	• proactively identify and respond to implementation challenges.
Planning and organising skills to:	• coordinate operational details.
Self-management skills to:	• take responsibility for quality and outcomes of marketing activities.
Technology skills to:	• work with current web-based marketing technologies.

Unit Mapping Information

Supersedes and is equivalent to SITXMPR004 Coordinate marketing activities.

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 SITXMPR012 Coordinate marketing 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:

- plan and coordinate at least two different marketing activities for an operation, product or service
- use industry networks, information sources and distribution and marketing networks when planning and coordinating the above activities
- reflect types of marketing activities used in the relevant industry sector and major industry promotional events in the above activities
- apply marketing principles to each of the above marketing activities
- evaluate and report on each of the above marketing activities against the following criteria:
 - consistency with overall marketing direction
 - exposure that was achieved
 - matching attendees to target market
 - cost-effectiveness of financial and human resources
 - completion within established timeframe.

Knowledge Evidence

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

- content and structure of marketing plans
- key marketing principles:
 - marketing management process
 - the four Ps including product, place, price and promotion
 - SWOT analysis including strengths, weaknesses, opportunities and threats
- industry structure and interrelationships, industry networks and information sources
- industry and market knowledge appropriate to the sector and organisation:
 - distribution and marketing networks, especially those that support the product or service being promoted
 - e-business marketing options and major promotional events
 - commission structures
 - current customer and market trends and preferences

- features, benefits and practical application of marketing activities commonly used in the service industries:
 - advertising
 - familiarisations
 - in-house promotions
 - public relations
 - social media
 - trade and consumer shows
 - signage and display
- information inputs into the planning process:
 - competitive activity
 - financial statistics
 - marketing reports
 - marketplace trends
 - sales reports
- considerations in evaluating the suitability of marketing activities:
 - consistency with overall marketing direction
 - exposure to be achieved
 - matching of attendees to target markets
 - resource considerations:
 - financial
 - human
 - timing of activity or event
- operational details relevant to the coordination of marketing activities:
 - administrative and procedural requirements
 - availability of promotional materials
 - available technology
 - contracting of other services
 - equipment requirements
 - need for external assistance
 - potential for cooperative approaches
 - public relations implications
 - staffing requirements and briefings
 - strategies to ensure maximum benefits
 - travel arrangements
- legal issues that impact on the marketing of products and services
- ethical considerations for marketing activities:
 - appropriate use of images and text
 - protection of children
 - targeting of particular groups in the community

- evaluation methods to review and report on marketing activities
- sustainability considerations for marketing activities:
 - reducing waste of printed materials
 - sustainability as a marketing tool.

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:

- products or services for which the individual can conduct marketing activities
- current information and communications technology used by industry for marketing activities
- marketing plans, operational marketing documents, action plans and marketing reports
- colleagues with whom the individual can interact. This can be:
 - colleagues in an industry workplace who participate in 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>