



Australian Government

Assessment Requirements for SITXMPR013 Participate in cooperative online marketing initiatives

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:

- review potential cooperative online marketing initiatives or sites for at least three different products or services according to business context
- develop a content proposal for at least one cooperative online marketing initiative or site from the above, including relevance to the business, potential benefits, and technical and financial resource requirements
- create content for the above cooperative online marketing initiative or site, including use of text and images
- upload above 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 relevant industry in Australia
- current national, state or territory 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
- methods to review and evaluate online cooperative marketing initiatives and their outcomes
- techniques for capturing, saving, storing, manipulating and uploading digital images to cooperative sites.

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
- different style guides and online technical specifications.

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>