



Australian Government

Assessment Requirements for SITXMPR014 Develop and implement marketing strategies

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:

- develop a marketing strategy and plan for a product or service, including:
 - identifying current and relevant marketing issues
 - developing a detailed, realistic implementation and monitoring program specific to the product or service
 - incorporating details of marketing techniques and distribution networks specific to the product or service
 - identifying opportunities presented by new technologies
- research and critically analyse internal and external business environments relevant to the above product or service
- evaluate and report on the above marketing strategy and plan against the following criteria:
 - consistency with overall marketing direction
 - exposure achieved
 - penetration of target market
 - cost-effectiveness of financial and human resources
 - completion of strategy within established timeframe
 - recommendations for strategic responses based on evaluation.

Knowledge Evidence

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

- data collection tools and research methodologies of particular relevance to marketing
- marketing planning techniques and formats and key features of a marketing plan
- internal and external issues that impact on market planning in a given industry context
- internal capabilities and resource considerations:
 - communication capabilities
 - e-business capacity
 - equipment capacity
 - financial resources

- hours of operation
- human resources
- location and position
- staff skill levels
- 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 context, and in particular current and emerging marketing technologies and the opportunities they present
- legal issues that impact on marketing activities:
 - Australian consumer law
 - copyright and intellectual property considerations
 - Privacy Act 1988
 - specific issues arising from use of new technologies
- 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 environment. This can be:

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

Assessment must ensure access to:

- product or service for which market planning can be undertaken
- current information and communications technology to support the research and planning process
- stakeholders who contribute to the planning process and customers to whom products and services are marketed. 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>