



Australian Government

SITXMPR014 Develop and implement marketing strategies

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to analyse internal and external business environments and develop and evaluate marketing strategies and plans for products and services.

The unit applies to all industry sectors, and to individuals in senior marketing or management roles. This may include those whose primary role is marketing related, or those for whom marketing is a part of a broader job responsibility.

Marketing strategies could be for a new or existing product or service, a small or medium-sized business organisation, a destination or a specific project, such as an event.

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. Collect and analyse information on the internal business environment.

PERFORMANCE CRITERIA

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

- 1.1. Confirm core activities, customer base, business values and current business direction.
- 1.2. Identify and analyse information on current and past marketing and its effectiveness.
- 1.3. Review business performance information to identify

- strengths, weaknesses and critical success factors.
- 1.4. Identify and record current capabilities and resources, including the need for specialist assistance.
 - 1.5. Record and report information according to organisational requirements.
2. Collect and analyse information on the external business environment.
 - 2.1. Identify and analyse information on expected market growth or decline, and associated risk factors.
 - 2.2. Record and analyse projected changes in the labour force, population and economic activity.
 - 2.3. Gather and analyse comparative market information.
 - 2.4. Identify and analyse industry and customer trends and developments, including emerging technologies and innovations.
 - 2.5. Identify and analyse legal, ethical and sustainability requirements and potential business impacts.
 - 2.6. Record and report information according to organisational requirements.
 3. Develop marketing strategies.
 - 3.1. Identify and analyse opportunities based on internal and external market analysis.
 - 3.2. Explore new and innovative marketing approaches.
 - 3.3. Develop marketing strategies that are consistent with direction and values of the organisation.
 - 3.4. Develop strategies in consultation with key stakeholders, integrating legal, ethical and sustainability considerations.
 4. Prepare marketing plan.
 - 4.1. Formulate marketing plan that clearly communicates priorities, responsibilities, timelines and budgets.
 - 4.2. Provide timely opportunities for colleagues to contribute to marketing plan.
 - 4.3. Submit marketing plan for approval according to organisational policy.
 5. Implement and monitor marketing activities.
 - 5.1. Implement and monitor activities detailed in plan according to schedule and contingencies.
 - 5.2. Produce marketing reports according to organisational policy.
 - 5.3. Share information on marketing activities with operational staff to maintain awareness of current organisational focus.
 6. Conduct ongoing evaluation.
 - 6.1. Evaluate marketing activities using agreed methods and benchmarks.
 - 6.2. Make adjustments according to evaluation.
 - 6.3. Communicate and implement agreed changes.

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 business and marketing information.
Planning and organising skills to:	• coordinate planning and implementation processes.
Technology skills to:	• evaluate the potential of current and emerging marketing technologies.

Unit Mapping Information

Supersedes and is equivalent to SITXMPR007 Develop and implement marketing strategies.

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 SITXMPR014 Develop and implement marketing strategies

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.

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