



Australian Government

Department of Education, Employment and Workplace Relations

SITXMPR004A Coordinate marketing activities

Revision Number: 1

SITXMPR004A Coordinate marketing activities

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

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.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit

Coordination of marketing activities may relate to the promotion of any product, service or event; a group of products being cooperatively marketed; or even a whole city, region or tourist precinct.

This unit requires the application of planning, organisational and communication skills, with a focus on short-term operational plans. This role is generally undertaken by marketing personnel who operate autonomously and who will be responsible for making decisions on marketing activities for an organisation. Managers and owner-operators of small businesses would also undertake this activity.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Plan and organise marketing and promotional activities.	1.1 Plan and schedule <i>marketing and promotional activities</i> according to marketing plan or other organisation systems. 1.2 Identify, analyse and incorporate relevant market <i>information</i> into short-term planning. 1.3 <i>Assess invitations</i> to participate in promotional activities based on current marketing focus and other relevant information.

ELEMENT**PERFORMANCE CRITERIA**

- | | | |
|---|--|--|
| | 1.4 | Develop and implement detailed action plans for promotional activities at the appropriate time to address <i>operational details</i> . |
| 2 | Undertake a general public relations role. | |
| | 2.1 | Establish and conduct relationships with industry and media colleagues in a manner that enhances positive image of organisation. |
| | 2.2 | Use networks to assist in the implementation of promotional activities. |
| | 2.3 | Develop public relations resources where appropriate, including media releases and industry or media support materials. |
| 3 | Review and report on promotional activities. | |
| | 3.1 | Review all activities according to agreed evaluation methods and incorporate results into future planning. |
| | 3.2 | Prepare reports according to organisation policy and required timeframes. |
| | 3.3 | Present current market intelligence in a manner that provides clear and concise information to those responsible for planning sales and marketing. |
| | 3.4 | Make informal reports to relevant colleagues to maximise opportunity to meet team targets. |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- sales techniques
- planning and organisational skills that relate to the conduct of marketing activities
- high-level verbal communication skills to establish and conduct public relations activities
- high-level literacy skills to interpret market trend information, develop detailed action plans for promotional activities, prepare media releases, and read and prepare marketing reports.

The following knowledge must be assessed as part of this unit:

- in-depth product knowledge sufficient to support typical industry marketing activities
- overall content and structure of marketing plans
- broad and working knowledge of key marketing principles
- detailed knowledge of the industry, including structure and interrelationships, industry networks and information sources
- industry and market knowledge appropriate to the sector and organisation, including:
 - in-depth knowledge of distribution and marketing networks, especially those that support the product or service being promoted, including e-business options
 - current customer and market trends, products and service style that would meet particular customer and market requirements and preferences
- general knowledge of the types of promotional activities commonly used in the service industries including:
 - trade and consumer shows
 - in-house promotions
 - advertising
 - public relations
 - familiarisations
 - signage and display
- general knowledge of major industry marketing and promotional events relevant to the industry sector
- broad and working knowledge of legal liability and implications of consumer legislation and regulations on the promotion of products appropriate to the particular industry sector.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- project or work activities that show the candidate's ability to plan and coordinate multiple marketing activities for a specific business operation and to prepare marketing reports
- logical and detailed activity planning supported by relevant action plans
- knowledge of marketing principles and their application to practical workplace activities
- detailed knowledge of the industry, including structure and interrelationships, industry networks, information sources, and distribution and marketing networks
- knowledge of the types of promotional activities commonly used within the tourism and hospitality industry and specific major industry marketing and promotional events
- project or work activities conducted over a commercially realistic period of time so that the planning, analysis and reporting aspects of this unit can be assessed.

EVIDENCE GUIDE

Context of and specific resources for assessment

Assessment must ensure:

- that the candidate has accessed a fully equipped office environment using appropriate computers, printers, communication technology, information programs and software to facilitate the processes involved in planning and implementing marketing activities
- access to an operation for which products would be marketed or access to comprehensive and sufficient information about that operation to allow the candidate to fully plan for and implement marketing activities
- use of marketing plans and operational marketing documents, such as action plans and marketing reports
- interaction with individuals or businesses with a genuine or potential interest in purchasing the product or service.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess the practical skills and knowledge required to coordinate marketing activities. The following examples are appropriate for this unit:

- evaluation of marketing activities planned and conducted by the candidate
- evaluation of marketing reports prepared by the candidate to detail the way in which an activity was planned and conducted and lessons to be learned for future activities
- evaluation of marketing activities organised and implemented by the candidate in conjunction with or on behalf of industry operators
- case studies to assess application of marketing principles to specific industry situations
- written and oral questioning or interview to test knowledge such as marketing principles, structure of the industry, industry interrelationships, distribution networks and legal compliance issues
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SITXMGT002A Develop and implement operational plans
- SITXMPR003A Plan and implement sales activities.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording in the performance criteria is detailed below.

Marketing and promotional activities may include:

- events
- display and signage initiatives
- trade and journalist familiarisations
- limited product development within scope of individual responsibility
- market research
- advertising
- industry and public relations activities
- web-based activities.

Information to be incorporated into the planning process may include:

- marketing reports
- sales reports
- financial statistics
- marketplace trends
- competitive activity.

Assessment of invitations to participate in activities may relate to:

- consistency with overall marketing direction
- level of exposure to be achieved
- matching of attendees to target markets
- financial resource issues
- human resource requirements
- timing of the activity or event.

RANGE STATEMENT

Operational details to be considered may include:

- objectives and nature of the activity
- budget availability
- public relations implications
- staffing requirements and briefings
- availability of brochures and other promotional material
- equipment requirements
- contracting of other services, such as display
- travel arrangements
- strategies to ensure maximum benefits
- potential to conduct cooperative marketing activities
- proactive or reactive approaches
- need for external assistance
- fulfilling administrative and procedural requirements
- available technology
- potential e-business opportunities.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Marketing and Public Relations