



Australian Government

Department of Education, Employment and Workplace Relations

THTSMA01B Coordinate the production of brochures and marketing materials

Release: 1

THTSMA01B Coordinate the production of brochures and marketing materials

Modification History

Not applicable.

Unit Descriptor

This unit deals with the skills and knowledge required to coordinate the development of promotional brochures and other printed marketing materials. Sales and marketing personnel, managers or owners of small businesses generally undertake this role.

This unit deals with the skills and knowledge required to coordinate the development of promotional brochures and other printed marketing materials. Sales and marketing personnel, managers or owners of small businesses generally undertake this role

Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Plan the production of brochures and marketing materials	1.1 Plan production in accordance with enterprise objectives, marketing focus and other issues that impact on the production process. 1.2 Create detailed action plans for the production process including timelines, responsibilities and budget.
2 Produce information for inclusion	2.1 Produce or obtain from the appropriate source accurate and complete information for inclusion. 2.2 Present information in a clear and easily understood format. 2.3 Present information in a culturally appropriate way.
3 Obtain quotations for artwork and printing as appropriate	3.1 Provide accurate and complete specifications to quoting organisations within appropriate timeframe. 3.2 Obtain comprehensive quotations with full details of potential variations to cost and conditions that may apply.
4 Develop final copy for brochures and marketing materials	4.1 Develop copy using basic creative writing techniques where appropriate to sell the products presented. 4.2 Produce copy that provides accurate practical and operational details. 4.3 Present all costs accurately with notes about conditions which may apply. 4.4 Present general conditions clearly and accurately according to enterprise policy. 4.5 Check all copy for accuracy prior to submission to external/internal arthouse or printers.

- 5 Coordinate the production of brochures and marketing materials
 - 5.1 Liaise with production house or responsible staff member in a manner that permits accurate monitoring of production schedule.
 - 5.2 Check and correct all production work as required.
 - 5.3 Re-check and gain approval of appropriate authority only when totally accurate.
 - 5.4 Approve artwork according to enterprise guidelines prior to commencement of printing.
 - 5.5 Obtain and deliver brochures and marketing materials on schedule and establish contingency plans to allow for situations where timelines may be exceeded.

Required Skills and Knowledge

Not applicable.

Evidence Guide

Essential Knowledge and Skills to be Assessed

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

market context for the materials being produced including general awareness of potential for use on websites

print production processes and terminology including copy, film, artwork, 2-colour process, 4-colour process, final art, proofreading, bromide, print-ready, PDF file, author's corrections, transparencies

printing and industry conventions in relation to placement of information, page numbering, copyright information

quality indicators in brochure production including readability, photographic quality, effective use of colour, spacing requirements

current production technology

techniques used in brochure-writing

procedures and requirements for preparation and proofing of copy

legal issues that affect the production of printed materials as appropriate to individual sectors/workplaces including copyright laws.

Linkages to Other Units

There is a strong link between this unit and the following units and combined training and assessment may be appropriate:

THHGCS07B Coordinate marketing activities

Critical Aspects of Assessment

Evidence of the following is critical:

ability to co-ordinate all elements of the brochure development process within a required timeframe

ability to produce materials that meet stated objectives, provide current and accurate information and are free of errors

knowledge and understanding of current production processes and terminology.

Context of Assessment and Resource Implications

Assessment must ensure:

the actual production of brochures and marketing materials to meet a specified market need access to technology and materials for the production of brochures and marketing materials.

For generic pre-employment training and assessment, a range of industry contexts must be addressed. Where the focus is sector or workplace specific, training and assessment must be tailored to meet particular needs.

Assessment Methods

Assessment methods must be chosen to ensure that brochure co-ordination and production skills can be practically demonstrated. Methods must include assessment of knowledge as well as assessment of practical skills.

The following examples are appropriate for this unit:

evaluation of brochures or other marketing materials produced by the candidate

oral or written questions to assess knowledge of brochure co-ordination and production processes

review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Key Competencies in this Unit

Key Competencies are an integral part of all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform Level 2 = Administer and Manage Level 3 = Design and Evaluate

Key Competencies

Collecting, Organising and Analysing Information

For example:

Gathering and preparing data from multiple suppliers for a touring brochure (3)

Communicating Ideas and Information

For example:

Writing copy for a destination brochure aimed at the youth market (3)

Planning and Organising Activities

For example:

Co-ordinating the print production process (3)

Working with Others and in Teams

For example:

Negotiating with printers in relation to print costs (2)

Using Mathematical Ideas and Techniques

For example:

Calculating total costs of production (1)

Solving Problems

For example:

Dealing with a situation where print production will not be completed until after the date of a major promotional show (2)

Using Technology

For example:

Using the editing function within 'Word' to edit brochure copy (1)

Essential Knowledge and Skills to be Assessed

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

market context for the materials being produced including general awareness of potential for use on websites

print production processes and terminology including copy, film, artwork, 2-colour process, 4-colour process, final art, proofreading, bromide, print-ready, PDF file, author's corrections, transparencies

printing and industry conventions in relation to placement of information, page numbering, copyright information

quality indicators in brochure production including readability, photographic quality, effective use of colour, spacing requirements

current production technology

techniques used in brochure-writing

procedures and requirements for preparation and proofing of copy

legal issues that affect the production of printed materials as appropriate to individual sectors/workplaces including copyright laws.

Linkages to Other Units

There is a strong link between this unit and the following units and combined training and assessment may be appropriate:

THHGCS07B Coordinate marketing activities

Critical Aspects of Assessment

Evidence of the following is critical:

ability to co-ordinate all elements of the brochure development process within a required timeframe

ability to produce materials that meet stated objectives, provide current and accurate information and are free of errors

knowledge and understanding of current production processes and terminology.

Context of Assessment and Resource Implications

Assessment must ensure:

the actual production of brochures and marketing materials to meet a specified market need
access to technology and materials for the production of brochures and marketing materials.

For generic pre-employment training and assessment, a range of industry contexts must be addressed. Where the focus is sector or workplace specific, training and assessment must be tailored to meet particular needs.

Assessment Methods

Assessment methods must be chosen to ensure that brochure co-ordination and production skills can be practically demonstrated. Methods must include assessment of knowledge as well as assessment of practical skills.

The following examples are appropriate for this unit:

evaluation of brochures or other marketing materials produced by the candidate

oral or written questions to assess knowledge of brochure co-ordination and production processes

review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Key Competencies in this Unit

Key Competencies are an integral part of all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform Level 2 = Administer and Manage Level 3 = Design and Evaluate

Key Competencies

Collecting, Organising and Analysing Information

For example:

Gathering and preparing data from multiple suppliers for a touring brochure (3)

Communicating Ideas and Information

For example:

Writing copy for a destination brochure aimed at the youth market (3)

Planning and Organising Activities

For example:

Co-ordinating the print production process (3)

Working with Others and in Teams

For example:

Negotiating with printers in relation to print costs (2)

Using Mathematical Ideas and Techniques

For example:

Calculating total costs of production (1)

Solving Problems

For example:

Dealing with a situation where print production will not be completed until after the date of a major promotional show (2)

Using Technology

For example:

Using the editing function within "Word" to edit brochure copy (1)

Range Statement

This unit applies to all tourism and hospitality industry sectors. The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Actual production/printing may be conducted either in-house or by an external agency.

Brochures and marketing materials may include:

- product brochures
- destinational guides
- promotional flyers and leaflets
- conference programs/registration forms
- event prospectus
- display materials
- product support manuals
- advertising materials
- direct mail pieces
- invitations.

Factors that must be considered in the planning of brochures are:

- objectives of the material
- market for which material is required
- review of competitive materials
- style and size of material
- time parameters
- budget available
- in-house production capabilities
- distribution considerations - internal and external
- availability of required information
- any legal requirements or restrictions.

Information for inclusion may include:

- supplier information
- photos
- maps
- tariff details
- special offers or incentives
- advertisements
- sponsor messages
- logos.

Accurate and complete specifications must include:

- size
- number of colours
- type of paper
- number of photographs
- layout and style of text
- total number required
- conditions of contract
- production and delivery deadlines.

This unit applies to all tourism and hospitality industry sectors. The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Actual production/printing may be conducted either in-house or by an external agency.

Brochures and marketing materials may include:

product brochures
destinational guides
promotional flyers and leaflets
conference programs/registration forms
event prospectus
display materials
product support manuals
advertising materials
direct mail pieces
invitations.

Factors that must be considered in the planning of brochures are:

objectives of the material
market for which material is required
review of competitive materials
style and size of material
time parameters
budget available
in-house production capabilities
distribution considerations - internal and external
availability of required information
any legal requirements or restrictions.

Information for inclusion may include:

supplier information
photos
maps
tariff details
special offers or incentives
advertisements
sponsor messages
logos.

Accurate and complete specifications must include:

size
number of colours
type of paper
number of photographs
layout and style of text
total number required
conditions of contract
production and delivery deadlines.

Unit Sector(s)

Not applicable.