

Unit mapping

KQ: Knowledge questions

KQ

PA

PA: Practical assessment – Task (T), Workplace Skills (WS)

Elements and performance criteria

E 1 Plan and organise marketing activities

PC 1.1	Plan marketing activities according to marketing plan or other organisational systems	Q 1.1 Q 1.2 Q 1.3	T 2e-j
PC 1.2	Identify, analyse and incorporate relevant market information and legal, ethical and sustainability requirements into short-term planning	Q 1.4 Q 1.5 Q 1.6 Q 1.7 Q 1.8	T 1a-d T 2a-j T 3a-g
PC 1.3	Confirm target markets and marketing medium	Q 1.9 Q 1.10 Q 1.11	T 2f T 4a
PC 1.4	Evaluate potential and suitability of marketing opportunities that arise	Q 1.12 Q 1.13	T 4a
PC 1.5	Proactively seek and evaluate innovative marketing opportunities, including use of new technologies and media	Q 1.14 Q 1.15	T 4a-k
PC 1.6	Develop and implement action plans to address operational details	Q 1.16 Q 1.17	T 5a-l T 6a-c T 7a-e T 8a-e

E 2 Undertake a general public relations role

PC 2.1	Establish and conduct positive relationships with industry and media colleagues	Q 2.1 Q 2.2 Q 2.3 Q 2.4 Q 2.5	T 9a-h
PC 2.2	Use networks to support marketing activities	Q 2.6 Q 2.7	T 10a-d
PC 2.3	Develop public relations resources as required, including media releases and industry or media support materials	Q 2.8 Q 2.9 Q 2.10	T 11a-f

E 3 Review and report on marketing activities

PC 3.1	Review activities according to agreed evaluation methods and incorporate results into future planning	Q 3.1 Q 3.2 Q 3.3	T 12a-g
PC 3.2	Prepare reports according to organisational policy and required timeframes	Q 3.4 Q 3.5	T 13 a-i
PC 3.3	Present current and clear market intelligence to inform sales and marketing planning	Q 3.6 Q 3.7 Q 3.8	T 14a-g

Knowledge evidence		
KE 1	Content and structure of marketing plans	Q 1.1
KE 2	Key marketing principles:	
	▪ marketing management process	Q 4.1
	▪ the four Ps including product, place, price and promotion	Q 1.11 T 4d-h
	▪ SWOT analysis including strengths, weaknesses, opportunities and threats	Q 4.2
KE 3	Industry structure and interrelationships, industry networks and information sources	Q 1.2 Q 2.1 Q 2.2 Q 2.3
KE 4	Industry and market knowledge appropriate to the sector and organisation:	
	▪ distribution and marketing networks, especially those that support the product or service being promoted	Q 4.3
	▪ e-business marketing options and major promotional events	Q 4.4
	▪ commission structures	Q 4.5
	▪ current customer and market trends and preferences	Q 4.6
KE 5	Features, benefits and practical application of marketing activities commonly used in the service industries:	
	▪ advertising	Q 1.3
	▪ familiarisations	Q 1.3
	▪ in-house promotions	Q 1.3
	▪ public relations	Q 1.3
	▪ social media	Q 1.3
	▪ trade and consumer shows	Q 1.3
	▪ signage and display	Q 1.3
KE 6	Information inputs into the planning process:	
	▪ competitive activity	Q 1.2
	▪ financial statistics	Q 1.2
	▪ marketing reports	Q 1.2
	▪ marketplace trends	Q 1.2
	▪ sales reports	Q 1.2

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KE 7	Considerations in evaluating the suitability of marketing activities:	Q 1.13	
	▪ consistency with overall marketing direction	Q 1.13	
	▪ exposure to be achieved	Q 1.13	
	▪ matching of attendees to target markets	Q 1.13	
	▪ resource considerations:	Q 1.13	
	– financial		
	– human		
	▪ timing of activity or event	Q 1.13	
KE 8	Operational details relevant to the coordination of marketing activities:		
	▪ administrative and procedural requirements	Q 1.17	T 5a
	▪ availability of promotional materials	Q 1.17	T 5b
	▪ available technology	Q 1.17	T 5c
	▪ contracting of other services	Q 1.17	T 5d
	▪ equipment requirements	Q 1.17	T 5e
	▪ need for external assistance	Q 1.17	T 5f
	▪ potential for cooperative approaches	Q 1.17	T 5g
	▪ public relations implications	Q 1.17	T 5h
	▪ staffing requirements and briefings	Q 1.17	T 5i
	▪ strategies to ensure maximum benefits	Q 1.17	T 5j
	▪ travel arrangements	Q 1.17	T 5k
KE 9	Legal issues that impact on the marketing of products and services	Q 1.6	T 3a-e
KE 10	Ethical considerations for marketing activities:		
	▪ appropriate use of images and text	Q 1.7	T 3f
	▪ protection of children	Q 1.7	T 3f
	▪ targeting of particular groups in the community	Q 1.7	T 3f
KE 11	Evaluation methods to review and report on marketing activities	Q 3.1 Q 3.2 Q 3.3	
KE 12	Sustainability considerations for marketing activities:		
	▪ reducing waste of printed materials	Q 1.8	T 3g
	▪ sustainability as a marketing tool	Q 1.8	

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PE 1	Plan and coordinate at least two different marketing activities for an operation, product or service		T 1a-g T 2a-j T 3a-g T 4a-n T 5a-l T 6a-c T 7a-e T 8a-e
PE 2	Use industry networks, information sources and distribution and marketing networks when planning and coordinating the above activities	Q 4.3	T 2a T 9a-h T 10a-d
PE 3	Reflect types of marketing activities used in the relevant industry sector and major industry promotional events in the above activities	Q 1.3	T 4i-k
PE 4	Apply marketing principles to each of the above marketing activities		T 5a-i
PE 5	Evaluate and report on each of the above marketing activities against the following criteria:		
	▪ consistency with overall marketing direction		T 12c
	▪ exposure that was achieved		T 12d
	▪ matching attendees to target market		T 12e
	▪ cost-effectiveness of financial and human resources		T 12f
	▪ completion within established timeframe		T 12g

Foundation skills

FS 1	Reading skills to:		T 1a-d
	▪ interpret market trend information and marketing plans		T 2e
FS 2	Oral communication skills to:		T 8a
	▪ liaise with industry and media colleagues		
FS 3	Numeracy skills to:		T 8c
	▪ work within marketing budgets		T 8d
FS 4	Problem-solving skills to:		T 8b-d
	▪ proactively identify and respond to implementation challenges		
FS 5	Planning and organising skills to:		T 5a-l
	▪ coordinate operational details		T 8a-e
FS 6	Self-management skills to:		WS 1
	▪ take responsibility for quality and outcomes of marketing activities		
FS 7	Technology skills to:		WS 2
	▪ work with current web-based marketing technologies		