



**CATAPULT**

# BSBMKG515

Conduct a marketing audit

## Table of Contents (Extract)

**NOTE: This is a sample only. This cover page is not included in Catapult Smallprint's printed books.**

**This Table of Contents extract is taken from Catapult Smallprint's full hardcopy Trainer/Assessor Guide for the unit BSBMKG515.**

**For more information, including using our enhanced online version of this unit in Catapult LMS, or to purchase the Learner or Trainer printed books, please see this unit on our website by clicking this link:**

**<https://catapultlearning.com.au/product/BSBMKG515/>**

# Trainer/assessor guide

## BSBMKG515

### Conduct a marketing audit

#### Welcome to this unit of study

This unit describes the skills and knowledge required to prepare and manage a marketing audit, with reference to an organisation's marketing plan.

It applies to individuals who are required to develop a comprehensive description of the organisation's marketing operations as part of the marketing, planning and management auditing process.

The outcomes of marketing audits are generally used to inform an organisation's marketing plan.

In this role, individuals must possess a sound theoretical knowledge of advertising management and demonstrate a range of managerial skills. Typically, they have responsibility for work of other staff.

It may be undertaken as:

- » part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- » a stand alone unit
- » part of a formal skill set

# Contents

About this trainer/assessor guide .....	4
Learning resource.....	5
Topic 1: Prepare for marketing audit.....	5
Marketing audits .....	5
Scope and methodology .....	22
When to undertake audits .....	46
Participants.....	50
Check your understanding .....	53
Topic 2: Identify form of marketing audit .....	55
Characteristics of marketing audits.....	55
Audit elements.....	57
Forms of marketing audits .....	70
Check your understanding .....	81
Topic 3: Conduct external marketing audit.....	83
Criteria for external audits .....	83
External environmental factors .....	95
Technological factors, market characteristics and competitive factors.....	98
Check your understanding .....	101
Topic 4: Conduct internal marketing (self) audit .....	103
Criteria for internal marketing audits .....	103
The marketing organisation .....	109
Marketing systems.....	112
Marketing productivity.....	115
Check your understanding .....	121
Topic 5: Prepare marketing audit report.....	123
Marketing audit reports.....	123
Check your understanding .....	127
References.....	129
<b>Assessment workbook .....</b>	<b>133</b>
Unit information .....	135
What is competency-based assessment?.....	136
How will my competency be assessed?.....	137
Assessment agreement .....	138
Foundation skills checklist.....	139
<b>Skills recognition.....</b>	<b>140</b>
Topic 1: Prepare for marketing audit.....	141
Topic 2: Identify form of marketing audit .....	142
Topic 3: Conduct external marketing audit.....	143
Topic 4: Conduct internal marketing (self) audit .....	144
Topic 5: Prepare marketing audit report.....	145

<b>Knowledge questions .....</b>	<b>146</b>
Topic 1: Prepare for marketing audit.....	147
Topic 2: Identify form of marketing audit .....	153
Topic 3: Conduct external marketing audit.....	158
Topic 4: Conduct internal marketing (self) audit .....	165
Topic 5: Prepare marketing audit report.....	171
Topic 6: Specific knowledge evidence.....	174
<b>Performance tasks.....</b>	<b>176</b>
Third party evidence collection agreement .....	177
Topic 1: Prepare for marketing audit.....	178
Topic 2: Identify form of marketing audit .....	179
Topic 3: Conduct external marketing audit.....	180
Topic 4: Conduct internal marketing (self) audit .....	182
Topic 5: Prepare marketing audit report.....	184
<b>Completion record.....</b>	<b>185</b>
<b>Unit mapping and assessment checklist .....</b>	<b>186</b>
<b>Trainer/ assessor user instructions.....</b>	<b>188</b>

# About this trainer/assessor guide

---

## Learning resource

---

The learning resource is divided into the following topics:

- » Prepare for marketing audit
- » Identify form of marketing audit
- » Conduct external marketing audit
- » Conduct internal marketing (self) audit
- » Prepare marketing audit report

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- » a set of true or false questions
- » a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

---

## Assessment workbook

---

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- » information on competency-based assessment
- » instructions on how you will be assessed
- » assessment tools to assess your competence
- » instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

---

## Disclaimer

---

Information contained in this resource is drawn from sources believed to be reliable. The firm, its employees, agents and contractors do not warrant the correctness of the sources used and accept no responsibility to any person for any errors or omissions or for any loss or damage howsoever caused from the use of this resource.

---