



CATAPULT

SIRXMKT004

Undertake digital marketing activities

Table of Contents (Extract)

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<https://catapultlearning.com.au/product/SIRXMKT004/>

Trainer/assessor guide

SIRXMKT004

Undertake digital marketing activities

Welcome to this unit of study

This unit describes the performance outcomes, skills and knowledge required to follow a digital marketing plan to undertake and review online marketing activities.

It applies to individuals working in digital marketing roles in a diverse range of industry sectors and business contexts that undertake digital marketing activities. They operate independently with some responsibility for decision making, and within established organisational policies and procedures.

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: Research market information	5
Background market information and customer preferences	5
Identify emerging trends in digital marketing.....	21
Report research findings	34
Check your understanding	37
Topic 2: Undertake digital marketing activities	39
Review organisational digital marketing plan and procedures	39
Digital marketing plan and key digital marketing activities.....	54
Digital marketing activities and compliance.....	58
Enhance digital marketing activities outcomes with online tools.....	74
Monitor and review digital marketing activities.....	81
Check your understanding	87
Topic 3: Review digital marketing activities.....	89
Measure and record outcomes of digital marketing activities.....	89
Review digital marketing activities against expected outcomes.....	96
Prepare report of digital marketing outcomes and communicate.....	98
Check your understanding	103
References.....	105
Assessment workbook	107
Unit information	109
What is competency-based assessment?.....	110
How will my competency be assessed?.....	111
Assessment agreement	112
Foundation skills checklist.....	113
Skills recognition.....	114
Topic 1: Research market information	115
Topic 2: Undertake digital marketing activities	116
Topic 3: Review digital marketing activities.....	117
Knowledge questions	118
Topic 1: Research market information	119
Topic 2: Undertake digital marketing activities	124
Topic 3: Review digital marketing activities.....	134
Topic 4: Specific knowledge evidence	139
Performance tasks.....	144
Third party evidence collection agreement	145
Topic 1: Research market information	146
Topic 2: Undertake digital marketing activities	147
Topic 3: Review digital marketing activities.....	149

Completion record..... 150
Unit mapping and assessment checklist 151
Trainer/ assessor user instructions..... 153

About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- » Research market information
- » Undertake digital marketing activities
- » Review digital marketing activities

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.

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