

SIRXMKT004

Undertake digital marketing activities

Table of Contents (Extract)

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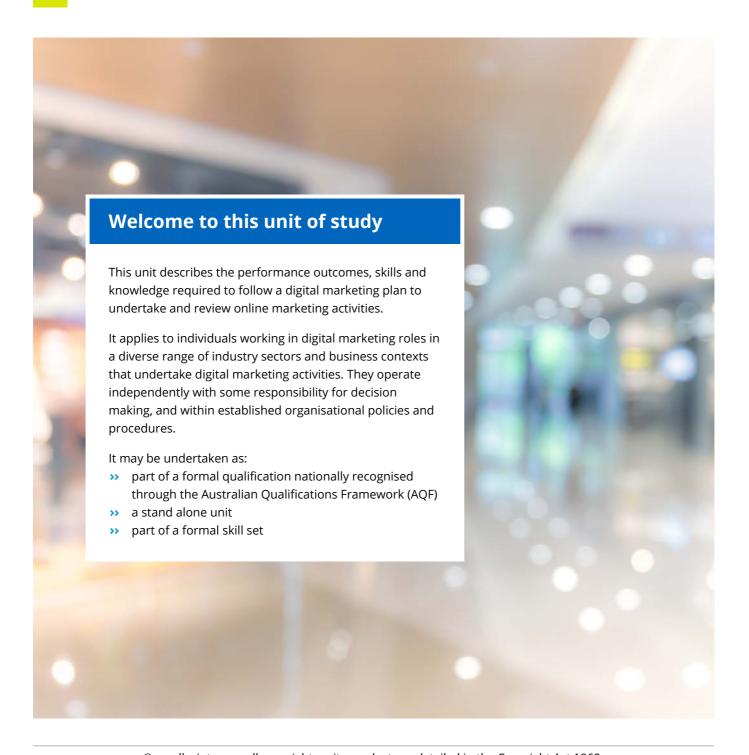
This Table of Contents extract is taken from Catapult Smallprint's full hardcopy Trainer/Assessor Guide for the unit SIRXMKT004.

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/SIRXMKT004/

Trainer/assessor guide

SIRXMKT004 Undertake digital marketing activities



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	
Topic 2: Undertake digital marketing activities	
Topic 3: Review digital marketing activities	
Knowledge questions	
Topic 1: Research market information	
Topic 2: Undertake digital marketing activities	
Topic 3: Review digital marketing activities	134
Topic 4: Specific knowledge evidence	
Performance tasks	
Third party evidence collection agreement	
Topic 1: Research market information	
Topic 2: Undertake digital marketing activities	
Topic 3: Review digital marketing activities	
=	

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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