



CATAPULT

SIRXMKT005

Develop a marketing strategy

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 SIRXMKT005.

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/SIRXMKT005/>

Trainer/assessor guide

SIRXMKT005 Develop a marketing strategy

Welcome to this unit of study

This unit describes the performance outcomes, skills and knowledge required to analyse the operating environment and use results to develop, implement and review a marketing strategy.

This unit applies to senior personnel working in a diverse range of sectors and business contexts. They operate independently and are responsible for making a range of operational business decisions and strategic planning.

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: Analyse internal environment	5
Organisational marketing strategy, direction and objectives	5
Analyse current and past marketing strategies	15
Stakeholders input on current and future marketing direction	21
Check your understanding	35
Topic 2: Analyse the external environment	37
Research current marketing trends	37
Analyse expected market growth or decline and risk factors	45
Legal, ethical and sustainability requirements and impacts	51
Check your understanding	59
Topic 3: Develop marketing strategy and plan	61
Identify and analyse marketing opportunities	61
Develop marketing strategies	77
Develop strategies	85
Develop and document a marketing plan	88
Communicate marketing strategy and plans and seek approval	113
Check your understanding	117
Topic 4: Implement marketing plan.....	119
Implement and monitor marketing activities	119
Produce marketing reports	123
Share information on marketing activities	130
Check your understanding	133
Topic 5: Review marketing plan.....	135
Evaluate marketing activities against performance indicators	135
Make adjustments to marketing strategy and plan	140
Communicate and implement agreed changes.....	142
Check your understanding	145
References.....	147
Assessment workbook	149
Unit information.....	151
What is competency-based assessment?.....	152
How will my competency be assessed?.....	153
Assessment agreement.....	154
Foundation skills checklist.....	155
Skills recognition.....	156
Topic 1: Analyse internal environment.....	157
Topic 2: Analyse the external environment	158
Topic 3: Develop marketing strategy and plan	159
Topic 4: Implement marketing plan.....	160
Topic 5: Review marketing plan.....	161

Knowledge questions	162
Topic 1: Analyse internal environment.....	163
Topic 2: Analyse the external environment	166
Topic 3: Develop marketing strategy and plan	172
Topic 4: Implement marketing plan	180
Topic 5: Review marketing plan.....	185
Topic 6: Specific knowledge evidence.....	190
Performance tasks.....	200
Third party evidence collection agreement	201
Topic 1: Analyse internal environment.....	202
Topic 2: Analyse the external environment	203
Topic 3: Develop marketing strategy and plan	204
Topic 4: Implement marketing plan	206
Topic 5: Review marketing plan.....	208
Completion record.....	209
Unit mapping and assessment checklist	210
Trainer/ assessor user instructions.....	214

About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- » Analyse internal environment
- » Analyse the external environment
- » Develop marketing strategy and plan
- » Implement marketing plan
- » Review marketing plan

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.