



CATAPULT

SITXMPR007

Develop and implement marketing strategies

Table of Contents (Extract)

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<https://catapultlearning.com.au/product/SITXMPR007/>

Trainer/assessor guide

SITXMPR007

Develop and implement marketing strategies

Welcome to this unit of study

This unit describes the performance outcomes, skills and knowledge required to analyse internal and external business environments, and develop and evaluate marketing strategies and plans for products and services.

The unit applies to all industry sectors, and to individuals in senior marketing or management roles. This may include those whose primary role is marketing related, or those for whom marketing is a part of a broader job responsibility.

Marketing strategies could be developed for a new or existing product or service, a small or medium-sized business organisation, a destination or a specific project, such as an event.

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: Collect and analyse information on the internal business environment.	5
Confirming activities, customers, and values	5
Current and past marketing	13
Business performance information	22
Recording capabilities and resources	25
Reporting information.....	27
Check your understanding	29
Topic 2: Collect and analyse information on the external business environment.....	31
Expected market growth or decline	31
Changes in labour force, population and economy	36
Comparative market information	39
Industry and customer trends and developments.....	42
Legal, ethical and sustainability requirements	45
Recording and reporting information	52
Check your understanding	55
Topic 3: Develop marketing strategies.	57
Analysing opportunities based on market analysis.....	57
Innovative marketing approaches.....	65
Developing marketing strategies	69
Developing strategies in consultation with stakeholders.....	79
Check your understanding	81
Topic 4: Prepare marketing plan.	83
Formulating marketing plans	83
Providing opportunities for colleagues to contribute to plan.....	92
Submitting marketing plan for approval	93
Check your understanding	95
Topic 5: Implement and monitor marketing activities.....	97
Implementing and monitoring activities.....	97
Producing marketing reports	101
Sharing information on marketing activities with staff.....	105
Check your understanding	109
Topic 6: Conduct ongoing evaluation.	111
Evaluating marketing activities	111
Making adjustments.....	115
Communicating and implementing changes	117
Check your understanding	119
References.....	121

Assessment workbook	123
Unit information	125
What is competency-based assessment?.....	126
How will my competency be assessed?.....	127
Assessment agreement	128
Foundation skills checklist.....	129
Skills recognition	130
Topic 1: Collect and analyse information on the internal business environment	131
Topic 2: Collect and analyse information on the external business environment.....	132
Topic 3: Develop marketing strategies	133
Topic 4: Prepare marketing plan	134
Topic 5: Implement and monitor marketing activities.....	135
Topic 6: Conduct ongoing evaluation	136
Knowledge questions	137
Topic 1: Collect and analyse information on the internal business environment	138
Topic 2: Collect and analyse information on the external business environment.....	144
Topic 3: Develop marketing strategies	151
Topic 4: Prepare marketing plan	156
Topic 5: Implement and monitor marketing activities.....	159
Topic 6: Conduct ongoing evaluation	162
Topic 7: Specific knowledge evidence.....	165
Performance tasks	169
Third party evidence collection agreement	170
Topic 1: Collect and analyse information on the internal business environment	171
Topic 2: Collect and analyse information on the external business environment.....	172
Topic 3: Develop marketing strategies	173
Topic 4: Prepare marketing plan	174
Topic 5: Implement and monitor marketing activities.....	175
Topic 6: Conduct ongoing evaluation	176
Completion record	177
Unit mapping and assessment checklist	178
Trainer/ assessor user instructions	182

About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- » Collect and analyse information on the internal business environment
- » Collect and analyse information on the external business environment
- » Develop marketing strategies
- » Prepare marketing plan
- » Implement and monitor marketing activities
- » Conduct ongoing evaluation

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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