

Contents

About this trainer/assessor guide	4
Learning resource.....	5
Topic 1: Plan and organise marketing activities	5
Plan marketing activities according to marketing plan or other organisational systems	5
Identify, analyse and incorporate relevant market information and legal, ethical and sustainability requirements into short-term planning.....	12
Confirm target markets and marketing medium	20
Evaluate potential and suitability of marketing opportunities that arise	25
Proactively seek and evaluate innovative marketing opportunities, including use of new technologies and media.....	27
Develop and implement action plans to address operational details	29
Check your understanding	33
Topic 2: Undertake a general public relations role	35
Establish and conduct positive relationships with industry and media colleagues	35
Use networks to support marketing activities	40
Develop public relations resources as required, including media releases and industry or media support materials	42
Check your understanding	45
Topic 3: Review and report on marketing activities	47
Review activities according to agreed evaluation methods and incorporate results into future planning	47
Prepare reports according to organisational policy and required timeframes	49
Present current and clear market intelligence to inform sales and marketing planning	52
Check your understanding	55
Topic 4: Additional learning	57
Key marketing principles	57
Industry and market knowledge appropriate to the sector and organisation	61
References.....	63
Assessment workbook	67
Unit information	69
What is competency-based assessment?.....	70
How will my competency be assessed?.....	71
Assessment agreement.....	72
Skills recognition	73
Topic 1: Plan and organise marketing activities.....	74
Topic 2: Undertake a general public relations role.....	75
Topic 3: Review and report on marketing activities.....	76
Knowledge questions	77
Topic 1: Plan and organise marketing activities.....	79
Topic 2: Undertake a general public relations role.....	101
Topic 3: Review and report on marketing activities.....	111
Topic 4: Specific knowledge questions.....	119

Project.....	125
Completion record.....	129
Unit mapping.....	130
Trainer/assessor instructions and requirements	134
Practical assessment.....	Separate document