



Australian Government

Department of Education, Employment and Workplace Relations

SIRXMPR007A Devise a strategic marketing plan

Revision Number: 2

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
Second Release	Editorial updates

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to collaboratively plan, implement and monitor strategic marketing for a wholesale business or business unit.

Application of the Unit

This unit focuses on the establishment of strategic marketing goals and performance indicators, including predicting trends, positioning products in the market, and implementing the plan in collaboration with relevant personnel.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Set strategic marketing goals and performance indicators.	<p>1.1. Analyse suggestions for adjustments or changes to <i>marketing goals</i>.</p> <p>1.2. Develop <i>strategic performance indicators</i> to underpin marketing strategies by business unit or product area.</p> <p>1.3. Formulate <i>marketing guidelines</i> by business unit or product area.</p> <p>1.4. Differentiate <i>market</i> segments.</p> <p>1.5. Develop new market entry strategies by market segment as required.</p> <p>1.6. Collaboratively develop goals and performance indicators for a strategic marketing plan.</p> <p>1.7. Identify key result areas and set key performance indicators for relevant components of the strategic marketing plan.</p> <p>1.8. Determine <i>resource requirements</i> for a <i>team</i> to meet strategic marketing plan objectives or key performance indicators.</p> <p>1.9. Ensure final strategic marketing plan conforms to, and assists achievement of, business and <i>strategic planning objectives</i> and projections.</p>
2. Predict trends.	<p>2.1. <i>Monitor markets</i> and <i>analyse data</i> according to marketing and business plans.</p> <p>2.2. Prepare special market reports to agreed format, timing and level of detail.</p> <p>2.3. <i>Model</i> and analyse market trends.</p> <p>2.4. Anticipate market trends.</p>
3. Position products and services to gain sustainable market advantage.	<p>3.1. Develop <i>market assessment</i> measures to evaluate impact of forecasts on market demand.</p> <p>3.2. Analyse future forecasts of market demand.</p> <p>3.3. Analyse market position for the business in relation to major competitors.</p> <p>3.4. Evaluate strategies best suited to enhance market advantages, within a product or service area, with particular reference to supply continuity, product and service mix, distribution, quality factors (e.g. time, cost, and variations), access and brand</p>

- recognition.
- 3.5. Analyse potential competitors for the business's market position.
4. Maximise planning and monitoring frameworks.
- 4.1. Foster cooperation between different teams and operational areas to establish effective planning and monitoring frameworks for the marketing plan.
- 4.2. Coordinate meetings and incorporate input from *internal and external stakeholders* into the strategic marketing plan.
- 4.3. Set action plans and priorities for the strategic marketing plan.
- 4.4. Ensure opportunities and processes exist for informed decisions and adjustments to be made to marketing budgets and targets.
- 4.5. Manage development of the strategic marketing plan to meet the overall business planning cycle.
5. Implement the strategic marketing plan.
- 5.1. Develop policies and procedures for implementation and communication of strategic marketing plan.
- 5.2. Establish and apply approval process for amendment and replacement of key performance indicators within the strategic marketing plan.
- 5.3. Establish action planning processes and procedures.
- 5.4. Establish *mechanisms* to monitor, report and evaluate attainment of key performance indicators and key result areas.
- 5.5. Submit recommendations to improve information management, collection and analysis relating to strategic marketing plan implementation to relevant executive managers.

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills

- achieve sustainable market positioning
- set performance indicators
- goal setting, prediction of trends, coordination and development of marketing plan measuring trends and their impact on planned outcomes
- set strategies that best advance specific products or services within a given market context and timeframe
- identify and correctly use software and technology
- awareness of relevant industrial or legislative requirements
- recommend improvement to marketing plan, measures and planning processes
- interpersonal communication skills to:
 - communication clearly and directly
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication

Required knowledge

- techniques and procedures for researching (for goal-setting and performance indicators) and analysing key elements of a plan
- positioning products for sustained market advantage
- current market performance of a business and specific products and services
- collection and organisation of appropriate information
- business policy and procedures
- planning techniques
- team leadership and collaborative techniques
- decision-making techniques
- collaborative problem-solving strategies
- approval processes and key personnel
- WHS aspects of job
- relevant commercial law and legislation.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- accesses and interprets reliable and current information to predict trends and set marketing goals
- aligns marketing strategies and key performance indicators with strategic and business plans
- develops and implements processes and mechanisms to monitor marketing strategies
- utilises collaborative and consultative processes when developing a marketing plan
- develops realistic plans for achieving sustainable market positioning for a service or product
- completes an approved marketing strategy for a business service or product.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - business policy and procedures manuals
 - sales and service delivery targets and plans
 - records of sales
 - strategic plans
 - information on the internal and external operating environment
- a market.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of the candidate in the workplace
- third-party reports from a supervisor
- research reports
- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Guidance information for

Holistic assessment with other units relevant to the

assessment

industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Marketing goals may vary according to:

- agreed procurement process
- business culture
- current market position
- merchandise and product range
- pricing, labelling and packaging requirements
- product range.

Strategic performance indicators may relate to:

- business unit, for example:
 - team
 - function
 - sales revenue
 - location
 - promotion frequency
- product area, for example:
 - category
 - brand
 - market segment
 - brand recognition
 - distribution.

Marketing guidelines may vary to accommodate territory variations in:

- business products or services
- demographics
- economics
- competition
- social and cultural factors
- political influences
- legal factors
- natural factors
- technology.

Market may be:

- local
- national
- regional
- international.

Resource requirements may include:

- people
- materials
- equipment and technology

Team members may:

- budget
- time.
- come from a variety of social, cultural or ethnic backgrounds
- vary in literacy and numeracy skills
- vary in competencies.

Strategic planning objectives may relate to:

- technology
- time management
- standards of work
- quality
- quantity
- human relations, personal development
- legal issues
- internal and external operating environments
- implementation of policies and procedures
- development and communication of ideas
- development of product and service provision
- problem solving
- financial control and accounting
- profits
- management systems
- inventory control
- loss prevention.

Monitoring markets may include:

- market information
- market planning
- market structure
- market share

Methods used to **analyse data** may include:

- qualitative
- quantitative.

Modelling of market trends may take into account:

- relevant business policy and procedures
- relevant legislation and statutory requirements
- type of products and services provided
- size, type and location of business
- business merchandise range
- characteristics of specific products or services
- customer demographics
- customer confidence and expectations.

Market assessment may

- structure of and 'players' in the market

include:

- market capability
- market maturity
- market strength
- factors and conditions that affect supply
- potential impact of intended contracting activity.

Internal and external stakeholders may include:

- staff members
- teams
- management
- other professional or technical staff
- suppliers
- relevant external consultants.

Mechanisms to monitor, report and evaluate results may include:

- contact history
- purchase requests and orders
- tender submissions and proposals
- invoices and payment requests
- statements and petty cash vouchers
- offer and contract documents
- evaluation process documentation
- records of supplier performance
- financial statements.

Unit Sector(s)

Cross-Sector

Competency field

Marketing and Public Relations