

# BSBMKG413A Promote Products and Services

This unit describes the performance outcomes, skills and knowledge required to coordinate and review the promotion of an organisation's products and services.

**Designed for:** This course is suitable for all frontline managers.

**Duration:** 1 day

**Application of the unit:** This unit applies to individuals with a broad knowledge of the promotion of products and services specific to an organisation.

They may have responsibility to provide guidance or to delegate aspects of these tasks to others.

**Elements and performance criteria:**

Element	Performance criteria
Plan promotional activities	<ul style="list-style-type: none"> <li>▪ Identify and assess promotional activities to ensure compatibility with organisational requirements</li> <li>▪ Plan and schedule promotional activities according to the marketing needs of the organisation</li> <li>▪ Determine overall promotional objectives in consultation with designated individuals and groups</li> <li>▪ Ensure that time lines and costs for promotion of activities are realistic and consistent with budget resources</li> <li>▪ Develop action plans to provide details of products and services being promoted</li> </ul>
Coordinate promotional activities	<ul style="list-style-type: none"> <li>▪ Ensure personnel and resources to support promotional activities are identified and prepared to facilitate the achievement of promotional goals</li> <li>▪ Identify and agree roles and responsibilities for delivery of promotional services and allocate to relevant personnel</li> <li>▪ Establish and conduct relationships with targeted groups in a manner which enhances the positive image of the organisation</li> <li>▪ Use networks to assist in the implementation of promotional activities</li> </ul>
Review and report on promotional activities	<ul style="list-style-type: none"> <li>▪ Analyse audience feedback and data to determine the impact of the promotional activity on the delivery of products and services</li> <li>▪ Assess effectiveness of planning processes to identify possible improvements in future activities</li> <li>▪ Collect feedback and provide to personnel and agencies involved in promotional activity</li> <li>▪ Analyse costs and time lines to evaluate the benefits accruing from the promotional activities</li> <li>▪ Prepare conclusions and recommendations from verifiable evidence and provide constructive advice on future directions of promotional activities</li> </ul>



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