

This unit describes the performance outcomes, skills and knowledge required to develop and implement marketing strategies, and to monitor and improve market performance.

Designed for: This work is undertaken by individuals who operate a small business, and also suitable for micro and small businesses or a department in a larger organisation.

Duration: 1 day

Elements of Competency and Performance Criteria

Develop marketing strategies

- Analyse the business and its key products or services to determine the focus of marketing activities, in accordance with the objectives of the business plan
- Evaluate the customer base and target market for the small business as a basis for the marketing objectives and strategies
- Determine marketing objectives and strategies that are ethically and culturally appropriate, in consultation with relevant people and in accordance with the business plan

Determine a marketing mix for the business

- Balance product mix, volumes and pricing to optimise sales and profit
- Evaluate the costs and benefits of using different distribution channels and/or providing different levels of customer service and consider the results in determining the marketing mix
- Determine promotional activities to suit the target market
- Consider customer needs and preferences in determining the marketing mix
- Determine the marketing mix according to market and business needs

Implement marketing strategies

- Brief persons involved in the marketing effort on their roles and responsibilities, to ensure the success of marketing strategies
- Plan and implement promotional activities, in accordance with marketing objectives and budgetary requirements

Monitor and improve marketing performance

- Monitor marketing activities and evaluate business performance according to the objectives and targets of the business plan
- Analyse performance gaps and take corrective action or set new targets
- Encourage all relevant people to propose ways to improve marketing performance
- Seek and analyse customer reaction to all aspects of the marketing mix, using culturally appropriate processes, to improve targeting and outcomes
- Conduct ongoing research of customer requirements to identify opportunities for change and improvement
- Monitor and investigate changes in the market for new opportunities to aid business development



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