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Section 1: Meeting VET sector requirements

Training organisations have a range of requirements that they must meet in developing and implementing quality training and assessment strategies and practices for course programs. As a trainer, you also have a range of requirements that must be considered when implementing programs for your specific group of learners.

1.1 How Aspire's resources assist in meeting requirements

The following section outlines a range of VET sector requirements and how Aspire's resources may assist you and your training organisation in implementing a quality learning experience.

VET sector requirement	Aspire's approach
Australian Qualifications Framework The Australian Qualifications Framework is the national policy for regulated qualifications in the Australian education and training system. The AQF incorporates the quality assured qualifications from each education and training sector into a single comprehensive national qualifications framework. You and your training organisation must be aware of the requirements of the relevant AQF qualification or course requirements, from the endorsed training package, as you implement course delivery.	Aspire's learning resources, practice tasks and learning checkpoints have been pitched at a level suitable for the unit of competency and the qualifications for which it is relevant, based on the specifications in the Australian Qualifications Framework (AQF) (Second edition, January 2013). For more information regarding these specifications, and to download the Australian Qualifications Framework, visit the AQF website at: www.aqf.edu.au .
Volume of learning When developing training and assessment strategies for this unit and the qualification for which it is relevant, you and your training organisation must take into account the volume of learning requirements as defined by the Australian Qualifications Framework. An explanation of volume of learning can be accessed at: www.aqf.edu.au/wp-content/uploads/2013/06/Volume-of-Learning-Explanation.pdf	The sample delivery plans provided in section 3.2 include suggested time allocations. You may need to adjust these allocations when planning delivery in the context of a whole qualification to meet volume of learning requirements and learner needs.

Section 2: Unit of competency information

2.1 Unit of competency

BSBMKG609 Develop a marketing plan

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to research, develop and present a marketing plan for an organisation.

It applies to individuals working in senior marketing positions who are responsible for formulating a marketing plan by developing specific marketing strategies and tactics in accordance with the organisation's overall marketing objectives.

Individuals operating at this level may receive input from people working under their supervision who collect information required to devise specific marketing strategies and tactics.

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

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

Element	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>

2.2 Unit of competency assessment requirements

Assessment Requirements for BSBMKG609 Develop a marketing plan

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence	<p>Evidence of the ability to identify organisational objectives and:</p> <ul style="list-style-type: none">• devise, document and present a marketing plan including:<ul style="list-style-type: none">– evaluation of marketing opportunity options– marketing strategies that utilise existing strengths and opportunities and develop resources and expertise as needed to meet objectives– marketing tactics that are legal, ethical, achievable and can be reviewed– costs, scheduling, responsibilities and accountabilities for tactics– strategic use of marketing approaches and marketing mix– rationale for objectives and chosen strategies and tactics– adjust marketing plan in response to feedback from key stakeholders and disseminate for implementation. <p>Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.</p>
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3.2 Delivery plans

The following sample delivery plans can be used to deliver *BSBMKG609 Develop a marketing plan*. These plans, including the time allocations, are suggestions only. You may need to add to them, change them or substitute your own activities according to the interest level, experience of the learners and the specific situation. Remember, it is your responsibility as the trainer to use the most appropriate strategies for your learners.

The delivery plans have been developed for use in a face-to-face delivery environment. However, certain features of the delivery plans can be adapted to be used for individual/online learners, particularly for those parts of the learning content that necessitate some form of group interaction or communication.

Topic 1: Devise marketing strategies	
Suggested time allocation: 20 hours Suggested resources: <ul style="list-style-type: none"> • Recommended reading • Slide presentation software 	Slide nos: 2–12
Recommended reading	Terminology checklist
Aspire learner guide <i>BSBMKG609 Develop a marketing plan</i> , Release 1 Topic 1: Devise marketing strategies	<ul style="list-style-type: none"> • Marketing strategy and options • Organisational objectives • Corporate strategy • Market penetration, penetrated market • Product development, life cycle, introduction stage, growth stage, maturity stage • Consumer buyers • Risks of marketing opportunities • Deceptive practice • High-pressure selling • Poor quality and unsafe products • Planned obsolescence • Return to business • Financial return • Competitive advantage (cost-leadership strategy, differentiation strategy, focus/niche strategy) • Pricing, placement and promotion of a product • Marketing mix • Alliances • Countertrade and virtual corporations • Channel networks • Cost-plus pricing • Value-based pricing • Competition-based pricing • Performance-based pricing

3.3 Learning mapping

BSBMKG609 *Develop a marketing plan*, Release 1

Unit of competency	Content	Practice tasks	Learning checkpoint
Element 1: Devise marketing strategies			
1.1 Evaluate marketing opportunity options that address organisational objectives and evaluate their risks and returns in the selection process	1A Evaluate marketing opportunities that address organisational objectives and evaluate their risks	1, 2, 10	LC 1: Part A 1, 4, 5 Part B 1, 2
1.2 Develop marketing strategies that address strengths and opportunities within the organisation's projected capabilities and resources	1B Develop marketing strategies that address strengths and opportunities	2	LC 1: Part A 1, 2 LC 2: Part B 2
1.3 Develop strategies which increase resources or organisational expertise where gaps exist between current capability and marketing objectives	1C Develop increased resources and expertise to identify existing gaps between marketing capabilities and objectives	3	LC 3: Part A 1
1.4 Develop feasible marketing strategies and communicate reasons that justifies their selection	1D Develop feasible marketing strategies and communicate reasons that justify their selection	1	LC 1: Part A 3
1.5 Ensure strategies align with organisation's strategic direction	1E Ensure strategies align with the organisation's strategic direction	2	
1.6 Develop a marketing performance review strategy, incorporating appropriate marketing metrics to review the organisational performance against marketing objectives	1F Develop marketing performance strategies to review the organisational market performance	1	LC 1: Part B 1

Final assessment tasks and recommended options

The final assessment provided in Aspire's print learner guide or online resource includes an overview that is laid out as follows (or similar):

To demonstrate your competency using this final assessment you must successfully complete three assessment tasks.

Complete the following task	Part A – Questioning You will demonstrate a sound knowledge of the unit requirements in your responses.
Select and complete one of the following	Part B – Project: Developing a marketing plan at BizOps Enterprises You will demonstrate your skills and knowledge by completing a project using a case study or simulated environment. OR Part C – Project: Developing a marketing plan at work You will demonstrate your skills and knowledge by completing a project in your workplace.
Select and complete one of the following	Part D – Observation Your work performance will be documented while being observed by an assessor. OR Part E – Third-party report Your work performance will be documented using a third-party report completed by a relevant supervisor.

Negotiating assessment tasks

It is critical that candidates understand the assessment tasks and expectations of their performance, as well as any options that may be available. Aspire's learner guides include a range of options for assessment (as outlined), depending on the unit being assessed and the characteristics of the candidate.

For example, a candidate completing assessment in a workplace (their own or via a work placement) may rely on a third-party report assessment. However, candidates completing assessment after a workshop-based program may require assessor observations in a simulated workplace task.

Candidates may also typically have the option of a verbal interview with their assessor or a written assessment (written questions) to demonstrate their knowledge of the unit being assessed. It should be noted that, even where only a written assessment option is provided, assessors may undertake this assessment in a verbal interview mode if suitable for the unit content, as a reasonable adjustment strategy.

How to use the assessment plan

Once assessment tasks and options have been discussed with the candidate, required and preferred tasks should be selected and documented in the assessment plan. An example of the assessment plan is provided here.

Assessment plan	
Training organisation name:	
Candidate name:	
Phone number:	
Date:	
Email:	
Assessor name:	
Unit of competency:	BSBMKG609 Develop a marketing plan, Release 1
Assessment tasks selected:	<p>Part A – Questioning</p> <p>Select and complete one of the following:</p> <p><input type="checkbox"/> Part B – Project: Developing a marketing plan at BizOps Enterprises OR</p> <p><input type="checkbox"/> Part C – Project: Developing a marketing plan at work</p> <p>Select and complete one of the following:</p> <p><input type="checkbox"/> Part D – Observation OR</p> <p><input type="checkbox"/> Part E – Third-party report</p>

4.3 Assessment mapping

BSBMKG609 Develop a marketing plan, Release 1

Unit of competency	Part A – Questioning	Part B – Project: Scenario	Part C – Project: At work	Part D – Observation	Part E – Third-party report
Element 1: Devise marketing strategies					
1.1 Evaluate marketing opportunity options that address organisational objectives and evaluate their risks and returns in the selection process	Q1, Q4	P1	P1		
1.2 Develop marketing strategies that address strengths and opportunities within the organisation's projected capabilities and resources	Q1, Q2, Q7	P2	P2	O1	O1
1.3 Develop strategies which increase resources or organisational expertise where gaps exist between current capability and marketing objectives	Q2	P3	P3		
1.4 Develop feasible marketing strategies and communicate reasons that justifies their selection	Q4	P2	P2		
1.5 Ensure strategies align with organisation's strategic direction	Q5	P6	P6		
1.6 Develop a marketing performance review strategy, incorporating appropriate marketing metrics to review the organisational performance against marketing objectives	Q6, Q10	P2	P2		
Element 2: Plan marketing tactics					

4.5 Completing the record of outcome

Once all required assessment tasks and options have been completed satisfactorily by the candidate, the final assessment record of outcome form must be completed.

This must be submitted to your training organisation's records administration as soon as possible after the final assessment tasks are completed and marked. An example is provided here.

Record of outcome

Training organisation name:		
Candidate name:		
Unit code and title:	BSBMKG609 Develop a marketing plan, Release 1	
Assessor name:		
Assessor email:		
Assessor phone number:		
Assessment tasks:		Satisfactorily completed
	Part A – Questioning	<input type="checkbox"/>
	<input type="checkbox"/> Part B – Project: Developing a marketing plan at BizOps Enterprises	<input type="checkbox"/>
	OR	
	<input type="checkbox"/> Part C – Project: Developing a marketing plan at work	
	<input type="checkbox"/> Part D – Observation	<input type="checkbox"/>
	OR	
	<input type="checkbox"/> Part E – Third-party report	