
Contents





Before you begin	vi
Topic 1: Develop knowledge of the marketing communications industry	1
1A Sources of information	2
1B Structure and operations of the industry	10
1C Industry sectors, associations, networks and societal role	20
1D Key industry stakeholders	30
1E Applying industry information appropriately	35
Summary	46
Learning checkpoint 1	47
Topic 2: Identify industry employment obligations and opportunities	51
2A Employment obligations and opportunities	52
2B Apply employment obligations and opportunities to the work role	60
Summary	71
Learning checkpoint 2	72
Topic 3: Identify future trends in the marketing communications industry	73
3A Developments in digital communications technologies	74
3B Scope the impact of new and alternative technologies on the industry	82
Summary	86
Learning checkpoint 3	87
Topic 4: Update industry knowledge	89
4A Conduct research to update industry knowledge	90
4B Share updated knowledge with clients and colleagues	97
4C Apply updated knowledge to work role	105
Summary	109
Learning checkpoint 4	110

Before you begin

This learner guide is based on the unit of competency *BSBMKG418 Develop and apply knowledge of marketing communication industry*, Release 1. Your trainer or training organisation must give you information about this unit of competency as part of your training program. You can access the unit of competency and assessment requirements at: www.training.gov.au.

How to work through this learner guide

This learner guide contains a number of features that will assist you in your learning. Your trainer will advise which parts of the learner guide you need to read, and which practice tasks and learning checkpoints you need to complete. The features of this learner guide are detailed in the following table.

Icon	Feature of the learner guide	How you can use each feature
	Learning content	Read each topic in this learner guide. If you come across content that is confusing, make a note and discuss it with your trainer. Your trainer is in the best position to offer assistance. It is very important that you take on some of the responsibility for the learning you will undertake.
	Examples	These highlight learning points and provide realistic examples of workplace situations.
	Practice tasks	Practice tasks give you the opportunity to put your skills and knowledge into action. Your trainer will tell you which practice tasks to complete.
	Video clips	Where QR codes appear, you can use a smartphone or other device to access video clips relating to the content. For information about how to download a QR reader app or accessing video on your device, please visit our website: www.aspirelr.com.au/help
	Summaries	Key learning points are provided at the end of each topic.
	Learning checkpoints	There is a learning checkpoint at the end of each topic. Your trainer will tell you which learning checkpoints to complete. These checkpoints give you an opportunity to check your progress and apply the skills and knowledge you have learnt.



Topic 1

Develop knowledge of the marketing communications industry

Marketing and communications play an integral part in any business.

With developments in technology, the marketing and communications industry has changed. This has in turn affected how a business promotes and markets its products and services.

For example, in the 1980s, if you wanted to purchase a television, you would drive to an electronics store in or near your suburb to examine product options and prices. There was a high probability that you would buy locally, because to investigate other similar product options would mean having to travel or make phone calls.

This type of market focused on the product rather than the customers – it was a product-centric market. A customer-centric model is now more common. This represents a shift in the balance of power from business to customers. In the customer-centric model, the customer is given options to investigate and explore, bargain, purchase, change their mind and return goods – all of this might be done using a device such as a smartphone.

In this topic you will learn about:

- 1A Sources of information
- 1B Structure and operations of the industry
- 1C Industry sectors, associations, networks and societal role
- 1D Key industry stakeholders
- 1E Applying industry information appropriately

Watch the unit introduction video here.



Example

Analysing and reporting marketing trends

Aidan works for an advertising agency in New South Wales. Each year the agency compiles a report on the current trends in marketing communications. The agency sends out the report to existing customers to help convince them to invest in new marketing ideas, and to potential customers to show them that the agency is at the forefront of new developments.

Aidan looks at last year's report, which is informal and designed to be easy to access and read. Aidan is fairly clear about the format, so he begins his research into marketing trends with the simple Google search 'Trends in Australian marketing communications'.

Here is a summary of how Aidan analyses marketing trends.



Aidan analyses last year's report

- Introduction – this tells the reader about the purpose of the report and what is covered in it. The introduction has a statement of aims and objectives, and explains how the report is put together.
- Findings – this is the main section of the report. It covers all of the current trends in marketing communications and gives examples. It is designed to show customers that they could have success doing the same thing. Where possible, the text is broken up with charts, tables and illustrations. Each trend has its own heading.
- Conclusions and recommendations – this shows what the agency thinks about the findings and how important the agency thinks they are. Everything in this section is based on the findings section. The agency recommends solutions and ways to use current trends. The agency will often suggest short- and long-term recommendations.

Aidan researches 'Trends in Australian marketing communications'

- Predictions: 17 digital marketing trends for 2017 – <http://aspirelr.link/digital-marketing-trends-2017>
- The Top 10 Trends Driving Marketing In 2017 – <http://aspirelr.link/marketing-trends-2017>

Aidan checks with other sources

Aidan:



- checks with key people in the agency that the trends are significant
- looks at the current work of some other Australian advertising agencies (most have case studies on their websites)
- looks at the marketing campaigns of some of the bigger corporations in Australia (often they are trendsetters).

Once Aidan has his final list of current trends, he needs to find good examples of each of them in practice and write up the report. He asks colleagues to check the report to see if he has missed anything before anyone outside the agency sees the report.

Example

Seeking information about the structure and operations of the marketing communications industry

Sally has just started work with a marketing company and has been asked to prepare a report on current trends in the marketing industry. She needs to undertake research for a marketing plan. Sally decides to ask her colleague Clive for assistance, as he has been working in market research in the company for nearly five years. Clive gives her some tips on what to consider when collecting and researching information.

Sally	Clive
	
How do I work out if the author and the information I have found is reliable and from a reputable source?	<p>I've always found that books, journal articles and reports in industry magazines are easier to verify because the publishers check authors to determine if they meet industry expectations and standards for accuracy and facts.</p> <p>This information is also often peer-reviewed, which means it has been scrutinised by experts, and the research methods meet industry or educational standards. An increasing number of these published materials are available in digital format, though the most credible sources usually require a subscription or purchase fee.</p>

Example

Applying for a job in the marketing communications industry

Harvey has just finished school and hopes to find a job in the marketing communications industry. He has good writing skills, is imaginative and is full of ideas. Although Harvey is well organised and motivated, he isn't sure where to start.

Harvey doesn't have any experience, so he considers an internship. Harvey can build up his skills and make contacts in the industry, and the internship may lead to a permanent job.

Harvey can register with an employment agency that will inform him if an appropriate position comes up in marketing communications. Harvey can also check newspapers and magazines that publish job ads.

One of the most important things for Harvey to do is to identify all the marketing agencies that are based in his area. He can do this by searching for 'Marketing agencies near [region]'. He should then visit the agencies' websites to see if they list current employment opportunities. If there is an employment opportunity, Harvey should find out about the job role, how to apply for it and the deadline for applying.

If there are no vacancies, Harvey can call or email the agencies to tell them about his interest in the industry, and ask them to contact him if a vacancy comes up.

If all else fails, Harvey could look for work outside the marketing communications industry, with the opportunity to do some marketing-related work. Working in sales or marketing for a business is likely to give Harvey vital experience for the future.



Practice task 2

Check your understanding of the marketing communications industry structure and roles within organisations.

Question 1

Which of the following are relevant to marketing communications? Select all that apply.

- ☐ Public relations agencies
- ☐ In-house marketing departments
- ☐ Human resources departments
- ☐ Branding agencies
- ☐ Media buyers

Organisation	Website	What they do
Influence, Collaboration and Opportunity Network (ICON)	http://aspirelr.link/icon	ICON is an Asia-Pacific network for marketing and business development professionals.
Interactive Advertising Bureau (IAB)	http://aspirelr.link/iab	This is the main association for individuals and organisations involved in online advertising.
International Association of Business Communicators (IABC)	http://aspirelr.link/iabc	This organisation is an international network of communication professionals.
Media Federation of Australia (MFA)	http://aspirelr.link/mfa	The MFA supports other organisations that specialise in media services (such as research and buying).
Public Relations Institute of Australia (PRIA)	http://aspirelr.link/pria	PRIA represents public relations and communication professionals across Australia.
The Centre for Corporate Public Affairs	http://aspirelr.link/accpa	This organisation supports professionals involved in public relations and senior marketing management.

Networking in the marketing communications industry

Networking means making a connection with other business contacts so that information, ideas and common issues or problems can be discussed and shared.

Networking can be formal or informal. Formal networking involves a group of like-minded people and organisations or a professional body that represents an industry. There are many opportunities for formal networking at marketing conferences and events.

Joining an associations or attending a conference is a great way to start networking. If you are training to join the marketing communications industry, you may already be mixing with others in the same area of work. This is the beginning of your own network.

Informal networks consist of individuals who share their ideas and support one another in a much more casual and unstructured way. They may meet for lunch or after work; may share an interest in a leisure activity or sport; or may simply use the same transport to get home at the end of the working day.

Here are some examples of good and bad practice in Australia.

Egg producer Snowdale Holdings Pty Ltd (Snowdale) free range eggs

The Federal Court fined Snowdale \$750,000 for making false or misleading claims that its eggs were free range. The court found that the hens were kept in sheds.

ALDI Green Action Flushable Bathroom Cleaning Wipes

Aldi withdrew its flushable wipes from sale after it was found that wipes should not be flushed as they cause sewer blockages and do not disintegrate.

McDonald's, KFC, Pizza Hut, Hungry Jack's, Oporto, Red Rooster and Chicken Treat

All of these companies have committed to nutrition labelling on their packages. They also have nutritional information on their websites.

Consumer protection guidelines

There are guidelines in place that uphold the rights of consumers.

It is the government's responsibility to update or issue new guidelines to ensure the marketing communications industry upholds its ethical standards. The government provides guidance on what can and cannot be done. There are also codes of practice for particular areas of marketing, such as advertising and eMarketing.

For more information, go to: www.business.gov.au/info/plan-and-start/develop-your-business-plans/marketing/legal-obligations-of-marketing

All states and territories have their own consumer protection agencies.

Customers can contact these agencies if they believe that any advertisement:

- does not comply with Commonwealth, state or territory law
- is misleading or deceptive
- may cause damage to a competitor
- makes false claims, such as benefitting the environment or being made in Australia.



Example

Stakeholder analysis

Cassidy works in the marketing department of a manufacturing business. The business is in the process of buying one of its key competitors. The deal is going to have a major impact on some of the business's stakeholders. Cassidy decides that she needs to list her main stakeholders and create a grid that measures their influence and their probable interest in the business decision.

Cassidy identifies the following stakeholders:

- the local community (people living near the business)
- subcontractors and suppliers
- customers
- employees
- unions
- the government.



Next, Cassidy creates a simple grid.

High Influence	Consult	Involve
Low Influence	Monitor	Inform
	Low Interest	High Interest

Now she places the stakeholders onto the chart to complete her stakeholder analysis.

High Influence	Consult <ul style="list-style-type: none"> • Local community • Subcontractors and suppliers 	Involve <ul style="list-style-type: none"> • Customers • Employees
Low Influence	Monitor <ul style="list-style-type: none"> • Unions 	Inform <ul style="list-style-type: none"> • Government
	Low Interest	High Interest

Area of work	Responsibility
Events – trade shows, open days, hospitality, sponsorship, conferences	Product or brand manager, marketing manager, marketing assistant, event organiser
Content distribution – websites, print media, email marketing	Product or brand manager, marketing assistant
Database – customer relationship management, database maintenance, creating lists	IT assistant, market researcher, marketing assistant

Entry-level tasks and activities

Exactly what is required of a marketing assistant in the industry depends on the type of work and the sector.

A wide variety of tasks and activities may be undertaken.

Here is a summary of typical tasks and the type of information that is used.

Assist the manager and the marketing team

All types of market research, media data, product information

Help produce marketing materials and literature

Advertising information, product details, logos, product specifications, product advertising slogans, technical printing data

Help produce marketing communications

All types of information depending on the marketing communication

Provide support for marketing events and exhibitions

Details of event, timing, deadlines, stand sizes, access, types of visitor, materials and samples needed

Collect information for promotional literature

Analyse market research, summarise product details

Write information for websites and/or social media

Advertising information, product details, logos, product specifications, product advertising slogans and other information



Summary

- With developments in technology, the marketing and the communications industry has changed, which has in turn affected the way a business promotes and markets its products and services.
- Marketing communications are messages between a business and its potential customers. These messages aim to inform, persuade and sell products and services to customers.
- There are many different professional organisations in Australia that can provide information on the marketing communication industry.
- It is common for marketing teams and agencies to work together on marketing communications campaigns and projects.
- Organisations such as the Australian Marketing Institute provide formal networking opportunities, but informally social media networking is very important.
- The structure of the teams and the roles in the team depend on the way the marketing communications department is organised.
- The marketing communications industry is growing by around 5 per cent per year in Australia.
- The Australian marketing communications industry is concentrated in New South Wales and Victoria.
- Marketing should promote better products and services that satisfy what customers want, and their long-term interests and those of society.
- A stakeholder can be any individual or organisation that is affected by the result of an action, outcome, project or campaign run by a business. Stakeholders can be internal to the company and/or outside (external).
- A business may use a number of techniques to access and engage its stakeholders.
- A business should understand the social and environmental topics that actually matter to the stakeholders, along with stakeholder views of the business's activities and performance.
- Marketing departments or agencies are all quite different. What they do depends on the size of the business, the industry it works in, the specialties of the team and whether it has some of the work done outside the department.
- Everyday activities depend on the size of the team, the industry, and whether tasks are carried out in-house or whether the business uses external agencies.

6**Community service leave**

Unpaid leave for voluntary emergency service activities and leave for jury service, with an entitlement to be paid for up to 10 days for jury service

7**Long service leave**

A transitional entitlement for employees that comes from an applicable pre-modernised award, pending the development of a uniform national long service leave standard

8**Public holidays**

A paid day off on a public holiday, except where reasonably requested to work

9**Notice of termination and redundancy pay**

Up to five weeks' notice of termination and up to 16 weeks' severance pay on redundancy, both based on length of service

10**Fair Work Information Statement (FWIS)**

All employees must be provided with a FWIS and information about the NES, modern awards, agreement-making, the right to freedom of association, termination of employment, individual flexibility arrangements, union rights of entry, transfer of business, and the respective roles of the Fair Work Commission and the Fair Work Ombudsman.

Health and safety

It is essential that your workplace is safe.

Australia has a range of laws and regulations that aim to ensure this is the case. However, over 100 Australians are still killed at work each year. Work-related injuries and diseases cost the Australian economy over \$61 billion each year, with employers paying out nearly \$500 million in compensation to employees for work-related mental disorders.

Government information about health and safety issues can be found on the following websites:

- <http://aspirelr.link/safeworkaustralia> – the Australian government site on health and safety
- <http://aspirelr.link/business-whs> – essential information about health and safety
- <http://aspirelr.link/whs-australia> – outlines the health and safety requirements in different states and territories



Here are a few sources of information you can access when seeking employment in the marketing communications industry.

Seek.com http://aspirelr.link/seek-entry-level-marketing	Seek lists hundreds of jobs, not all full-time marketing jobs, but is probably the biggest Australian job site.
Adzuna.com http://aspirelr.link/adzuna-marketing-jobs	Adzuna is another good general site, offering many job leads across the country.
Indeed.com http://aspirelr.link/indeed	Indeed lets you search for marketing jobs in your area, state or territory.
Newspapers	Local, state and national newspapers each carry job advertisements (usually on specific days of the week).
Job Seeker JobSearch App	You can download this app onto mobile devices, create a profile and get job alerts.
JobSearch http://aspirelr.link/job-search	This is a Commonwealth government job search linked to many private job search sites.

Marketing roles

Your role depends on the level of work and the nature of the business itself.

No job in the marketing communications industry will focus entirely on marketing; these jobs require a much broader range of skills to be carried out.

Here are some examples of marketing roles.

Read the comments from these members of a marketing team to find out what they do and the skills they need to perform their jobs well.

Kathy



Marketing manager

This role suits me because I like the company's dynamic atmosphere. I work alongside the senior level marketing executives to organise the internal and external marketing events, develop and manage marketing activities, and work closely with key team members (including content managers) to deliver local content campaigns. This role requires me to communicate with and provide support to the head of marketing and communications in relation to client communications and brand activities.



Learning checkpoint 3

This learning checkpoint allows you to review your skills and knowledge in identifying future trends in the marketing communication industry.

1. Why is it important to research developments for marketing communication within digital communications technology?

2. List **three** examples of different digital communications technologies, platforms and devices. Identify the relative impact of the technologies on the industry and typical work activities.

Just like formal research, you should have a clear objective for the research; decide on your methods and how to use the results. Note that it usually takes longer to collect information for informal research.

Social networking sites have simplified the whole process of conducting informal research as they allow individuals to share ideas and knowledge without actually having to be face to face. It is possible to interact with people in remote locations in real time. Just as some researchers use social media to check trends, ask for information from specific users or create data collection profiles, it can also be used to gather information informally.

There are plenty of situations when you can conduct informal research, such as:

- Meet with individuals and groups at conferences, events, trade shows and exhibitions.
- Talk one-on-one with colleagues who have a special interest or understanding of the topic.
- Network with individuals and groups who work in a particular marketing area.
- Join online forums for marketing professionals.
- Ask questions when you see or hear something relevant to your research.

Watch this video about conducting informal market research.



Monitor current issues of concern to the industry

There are numerous online articles that discuss current issues of concern in the marketing communications industry.

In a world where digital technology is changing rapidly, and customers have increased choice and less time to engage, marketing departments must deliver valuable customer experiences to ensure return on investment (ROI).

The marketing and communications industry currently faces many challenges, including:

- attracting skilled and innovative marketing talent to the business
- increasing levels of shared communication between customers and businesses
- ensuring marketing content is current and engaging
- determining which digital technologies best suit the business and customers
- managing websites
- targeting content for an international audience
- knowing where to focus efforts and budget now and in the future
- training current staff or hiring new talent capable of managing these challenges.

If you constantly research issues and trends in the industry, you will be ready for changes and improvements that could affect you and the business. You may also be required to report on emerging trends and opportunities that may give your business a competitive edge.



Practice task 12

Check your understanding of sharing updated knowledge with clients and colleagues.
Read the following statements and select yes or no for each one.

Question 1

My boss told me that I need to present my research findings to the team. She believes knowledge should be shared to stimulate innovation and challenge the staff.

Is this an appropriate way of sharing knowledge?

* Yes

* No

Question 2

Sharing new ideas and information with others is a great way of generating conversation and debate. Is this right?

* Yes

* No

Question 3

I don't have time to plan any questions for our meeting, but I think I know what I need to ask. Is this OK?

* Yes

* No

Question 4

My report is quite lengthy with lots of data and figures. I will ask my colleague to read it before I submit it to the client. Is this a good idea?

* Yes

* No

4C

Apply updated knowledge to work role

Knowing what is happening in the marketing communications industry can have a positive impact on your career in the industry.

As discussed earlier, one of the main issues affecting the industry is sourcing and retaining skilled and knowledgeable individuals for marketing roles. By staying up to date with industry trends and developments, you become a valued employee.

You can use your knowledge of trends and new developments in the industry to do the following.

Develop a specialty

Show that you are interested and have a good understanding of a particular type of marketing by keeping up to date with developments.

Contribute to meetings

Be able to comment on particular approaches to marketing and show that you should be consulted or included in decision-making regarding that trend or development.

Provide proof

If a marketing trend is being considered, you can provide some up-to-date facts and figures that prove the approach either works or does not.

You can also comment on which types of businesses find that this development works in an ideal way for them.

Apply information about future trends to your work role

Knowledge of future trends can affect your current job role and the future of the business.

An employee who has the skills and knowledge to identify, research and apply new information to current marketing communications activities is highly valued.

The trick with new trends is to try to understand them and then to apply them to your particular situation, your business or your client's business.

Here are some examples of future trends and how you could apply them to your work role.

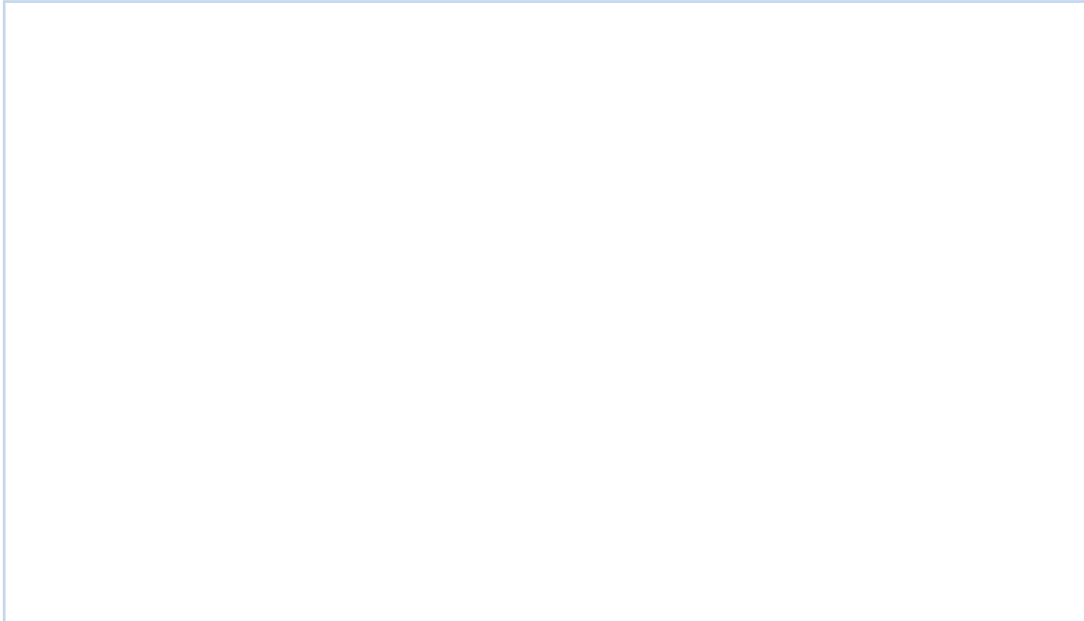




Summary

- Marketers study current trends to help them predict future trends, and open up more business prospects. Trends can be incorporated into business plans so staff can be trained to use them at work.
- To understand marketing issues, staff need to monitor evolving marketing technologies, the buying habits of customers and the latest search engine algorithms. Studying or predicting issues enables a business to build and maintain the capabilities and acumen of staff to cope with and adapt successfully to change.
- Formal research helps to determine what will be researched, the limits of the research and why it is being collected.
- Informal research tends to be a continuous process, and each part of the research opens the door to a new objective and set of questions. Informal does not mean that the research is unplanned or that it has no particular purpose, it is just a different way of researching.
- In a world where digital technology is changing rapidly and where customers have increasing power of choice and less time to engage, marketing departments must deliver valuable customer experiences to ensure return on investment.
- Sharing knowledge connects departments and encourages teamwork. The capabilities of different technologies can be shared, which generates a positive work culture. Knowledge-sharing is a great way to stimulate ideas and allow employees to have better access to the information they require to complete their work.
- Each time you share information with others, you need to choose the most appropriate channel. The most important things to remember is that you need to gain the attention of the recipient and present the information in a way they understand and is relevant to them.
- When you share information, it needs to be appropriate and relevant.
- Knowing what is happening in the marketing communications industry can have a positive impact on your career. One of the main issues affecting the marketing and communications industry is sourcing and retaining skilled and knowledgeable individuals for marketing roles.
- Knowledge of future trends can affect your current job role and the future of the business. An employee who has the skills and knowledge to identify, research and apply new information to current marketing communications activities is highly valued.

3. List at least **three** skills that employees need to update regularly to ensure success in their work role and job responsibilities.



4. List **two** examples of current issues and/or trends that affect the marketing communications industry. Why is it important to continuously access and apply this information at work?

