

Current marketing performance assignment

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This unit contains employability skills. Application Of Unit This unit applies to senior marketing professionals who are responsible for providing strategic direction to the marketing function of an organization. Their responsibilities include analyzing information on the internal and external business and marketing environment; examining current marketing performance; identifying new marketing opportunities arising from emerging trends; and devising strategies to achieve overall business objectives.

Individuals operating at this level will generally conduct these activities using information gathered by people working under their direct and indirect supervision at lower levels of the organization. This unit should be assessed either before or in conjunction with Develop a marketing plan, which covers the skills and knowledge to devise specific marketing strategies and tactics arising from formulation of marketing objectives. Unit Sector No sector assigned Performance criteria Element 1. Identify strategic direction Performance criteria 1. Confirm organization's mission, vision, purpose and values from current organizational materials or from owners, directors or senior management 1. 2 Analyses strategic organizational documents to Identify organizational directions and targets 1. Complete a situational analysis that identifies factors impacting on the direction and performance of the business 1. 4 Identify legal and ethical requirements for the organization 1. 5 Document and confirm the strategic direction of the organization with owners, directors or senior management, and identify its impact on marketing activities 2.

Review marketing performance 2. 1 Evaluate the effectiveness of previous marketing and positioning strategies to identify lessons learned 2. 2

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Analyses current key products or services and major markets for strengths, weaknesses, opportunities and threats 2. 3 Evaluate revives marketing opportunities captured by the organization, and examine and document their profitability 2. 4 Evaluate marketing performance against previous objectives, targets to Identify critical success factors, and areas for Improvement 3.

Scope marketing opportunities 3. 1 Identify and analyses marketing opportunities In terms of their viability and likely contribution to the business 3. 2 use an assessment of external factors, costs, benefits, risks and opportunities to determine the scope of each marketing opportunity 3. 3 Analyses opportunities in terms of their likely fit with organizational goals and capabilities 3. Evaluate each opportunity to determine its likely impact on current business and customer base 4. Formulate marketing objectives 4. Develop objectives In consultation with key Internal stakeholders that be achieved 4. 2 Ensure objectives are consistent with the forecast needs of the business and the market 4. 3 Ensure objectives are compatible with the organization's projected capabilities, resources and financial position 4. 4 Ensure objectives are compatible with the organization's direction and purpose, and meet legal and ethical requirements 4. 5 Formulate long term strategic objectives and related key reference indicators by product or service, market segment and overall 4. Develop a risk management strategy to identify risks and manage contingencies, and to ensure that marketing objectives are met in accordance with overall organizational requirements 4. 7 Document marketing objectives Skills and Knowledge Required skills communication skills to question, clarify and report information management

skills to extract relevant details when conducting strategic analysis literacy skills to write in a range of styles for different audiences, and to interpret legal requirements and tragic organizational documents innumeracy skills to analyses marketing performance data.

Commercial Television Industry Code of Practice o anti-discrimination legislation and principles of equal opportunity, equity, and diversity o privacy laws o sweepstakes regulations o Trade Practices Act organizational structure, policies, procedures, products or services and overall strategic plans principles and concepts of marketing and evaluation methodologies strategic, operational and tactical analysis techniques.

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 italicized wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Strategic organizational documents may include: and privacy policies strategic marketing plans strategic plans collaborators analysis competitive analysis environmental analysis market analysis market measurements productivity or profitability analysis codes of practice cultural expectations and influences environmental issues ethical principles health and safety of workplace personnel legislation policies and guidelines regulations security and privacy issues social responsibilities societal expectations comparative

analysis competitive analysis life cycle models product portfolio analysis strengths, weaknesses, opportunities, threats (SWOT) analysis value chain analysis Board of directors finance staff human resources staff IT staff managers marketing personnel owners production staff supervisors

Situational analysis may include: Legal and ethical requirements may include: Evaluating marketing performance may include: Key internal stakeholders may include: Evidence guide The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment Critical aspects for assessment and evidence required to demonstrate competency in this unit Evidence of the following is essential: developing marketing objectives for an organization including: o undertaking strategic analysis reviewing current marketing performance o formulating short and long term marketing objectives developing a marketing risk management strategy. Context of and specific resources for assessment Assessment must ensure: access to office equipment and resources access to examples of previous strategic and marketing strategic, analyses and plans. A range of assessment methods should be used to assess practical skills and knowledge.

The following examples are appropriate for this unit: o analysis of responses to case studies and scenarios o assessment of written reports on strategic analysis o direct questioning combined with review of portfolios produced and formulated objectives of evidence and third party workplace reports of on-the-job performance by the candidate observation of presentations on

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marketing performance and objectives oral or written questioning review of authenticated documents from the workplace or training environment review of testimony from team members, colleagues, supervisors or managers.

Guidance information for assessment Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: 0 BAGMAN'S Develop a marketing plan 0 other marketing units.