



BSB61315 Advanced Diploma of Marketing and Communication Record of Assessment Outcome

Unit of Competency:	BSBMKG609 Develop a marketing plan		
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student provided evidence of the following assessment task(s):		Yes	No
Assessment 1	Case study	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Presentation	<input type="checkbox"/>	<input type="checkbox"/>
Overall, the student was assessed as:			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	
Did the student meet the criteria for the following elements of competency?		Yes	No
1. Devise marketing strategies		<input type="checkbox"/>	<input type="checkbox"/>
2. Plan marketing tactics		<input type="checkbox"/>	<input type="checkbox"/>
3. Prepare and present a marketing plan		<input type="checkbox"/>	<input type="checkbox"/>
The student requires the following skill(s) development before re-assessment:			
Feedback to student on overall performance during assessment:			
The student has been provided with feedback and informed of the assessment result and the reasons for the decision.			
Assessor Name:			
Assessor Signature:		Date:	
I have been provided with feedback on the evidence I have provided. I have been informed of the assessment result and the reasons for the decision.			
Student Name:			
Student Signature:		Date:	

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BSB61315 Advanced Diploma of Marketing and Communication

BSBMKG609 Develop a marketing plan Assessment 1 – Case Study

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarised in any way materials of another person or work of a fellow student and referenced all sources of information.		
Student Signature:			
Assessment Result Details			
Result:	Satisfactory		Not Satisfactory
Feedback to Student:			
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.		
Student Signature:			
Assessor Signature:			
Date:			



Submission details

The assessment task is due on the date specified by your assessor. Any variation to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

Performance objective

In this assessment task you are required to review and evaluate marketing opportunities for an organisation and develop marketing activities that reflect strategic directions of the organisation.

Assessment description

For the organisation outlined in the case study provided, identify two marketing opportunities and evaluate each opportunity for risks, strengths, weaknesses and alignment with organisational objectives. After you have reviewed the opportunities, select the best fitting opportunity for the organisation and develop marketing strategies, approaches and activities to take advantage of the opportunity.

Procedure

You are required to submit a report that addresses all of the elements listed in the procedure. The report should be structured using the headings below.

Organisational overview

1. Develop an organisational overview that:
 - a. outlines the strategic direction and organisational objectives
 - b. outlines the current size, capabilities and resources of the organisation, including any notable strengths and weaknesses
 - c. identifies any gaps between the objectives, and the current capabilities and resources.

Opportunities

1. Identify two marketing opportunities that meet the objectives and:
 - a. evaluate the risks and benefits of each opportunity.
2. Recommend the opportunity that best addresses organisational objectives and:
 - a. develop a marketing mix strategy that fits within the capabilities and resources of the organisation
 - b. describe how your strategies align with the strategic direction of the organisation, and give justifications for your selection
 - c. detail a marketing performance review strategy using an appropriate tool (competitive analysis, life cycle model, value chain analysis, product life cycle analysis, etc.) to review the performance of the organisation against marketing objectives
 - d. include the metrics (brand equity, market share, customer satisfaction) to be used in measuring marketing performance.



Tactics

1. Detail the tactics necessary to implement the strategy you have outlined, including:
 - a. scheduling of activities to enact the strategy
 - b. costing/budget
 - c. accountabilities and responsibilities
 - d. a plan for coordinating and monitoring scheduled activities including KPIs.
2. Outline any legal and ethical requirements that impact on the selected tactics.
 - Anti-discrimination legislation and principles of equal opportunity, equity and diversity
 - Australian Direct Marketing Association (ADMA) Direct Marketing Code of Practice
 - Australian E-commerce Best Practice Model
 - Australian Government Policy Framework for Consumer Protection in Electronic Commerce
 - Confidentiality requirements
 - Copyright laws
 - Defamation laws
 - Free TV Australia Commercial Television Industry Code of Practice
 - Privacy laws
 - Sweepstakes regulations
 - Competition and Consumer Act 2010
3. Plan for ongoing review and adjustments of tactics, including:
 - a. establishing performance indicators
 - b. measuring performance
 - c. evaluating performance against indicators
 - d. taking corrective action where targets have not been met.
4. Describe how the tactics fit within identified organisational resources and capabilities.

Specifications:

You must provide:

- A report containing documents that support all of the instructions outlined in the procedure above.

Your assessor will be looking for whether you have:

- identified a suitable marketing opportunity
- conducted research to assess and analyse the market
- prepared a report outlining your marketing strategies to best take advantage of the identified market opportunities
- organised your report under the headings suggested in the procedure.



Appendix 1 – Case Study

Houzit Pty Ltd is a chain of homewares stores in Brisbane that specialise in bathroom fittings, bedroom fittings, mirrors and decorative items. They currently have 15 stores spread across the greater Brisbane area, with all stores being managed and coordinated from their head office in Milton.

You have recently been appointed as the marketing manager and must now review the organisation and devise marketing strategies that will move Houzit towards its strategic goals.

The CEO has also asked you to consider some marketing opportunities that may assist Houzit in reaching its goals, and provide him with brief summary evaluating two alternatives, including the benefits and risks associated with each option, and making a recommendation for the opportunity most likely to produce results.

You have gleaned the following information about Houzit:

- Houzit is close to entering its fifth year of operation; offering a wide range of home-ware items on easy-to-manage payment terms and supplies a three-year guarantee on every item sold.
- The typical target customers have the following characteristics:
 - sophisticated people who are house proud
 - shoppers who will drive to an easy-to-access store
 - customers who require payment plans to spread their commitment over an extended period
 - renovators and new home builders
 - 20 - 50 year olds.
- Houzit recognises the following trends and focuses its efforts on them.
 - **Quality** – Preference for high quality items is increasing as customers are learning to appreciate differences in quality.
 - **Unique items** – Customers want homewares that stand out from mass-produced, low quality items.
 - **Selection** – People are demanding a larger selection of choices, they are no longer accepting a limited selection of homewares.
- The typical Houzit store has the following characteristics:
 - **Location:** A commercial, suburban neighbourhood, or urban retail district
 - **Design:** Bright and functional
 - **Size:** 1,000 to 1,500 m²
 - **Employees:** 15 to 20 full time, plus several casuals
 - **Types of transactions:** 60% cash, 40% on long-term repayment plan
- Sales break-ups between the existing Brisbane stores reveal:
 - 30% bathroom fittings
 - 35% bedroom furnishings
 - 20% mirrors and decorative items
 - 15% lighting fixtures (recent addition)
- A new customer's first purchase is generally of mirrors and decorative items and this gives us the opportunity to sign them up to our loyalty program.

In a brief discussion with the CEO, you asked about the changes taking place in legislation that could impact on Houzit's operation. The CEO explained:



'There is a big push by governments on the issue of sustainability. This focuses mostly on environmental issues of waste management and energy conservation. Houzit stores have been deliberately designed in the past to be bright and comfortable places to shop. This means a significant cost in electricity usage to run the lights and the air-conditioners. With the new regulations we are going to have to find ways to still provide customers with what they want without the high electricity usage.'

Strategic plan (extract)

Vision

Houzit will be a national retail brand, catering to the needs of home makers with a range of unique, high quality homewares made accessible to all through our easy to manage payment plan.

Mission

By 2025, Houzit will have a significant retail presence in homewares in every Australian capital city, starting with 15 stores in the greater Brisbane area and growing to 100 Australia wide.

Objectives

1. Increase sales from \$15 million per year to \$20 million per year in the next three years.
2. Increase our loyalty customers list from 10,000 to 15,000.
3. Establish brand recognition in Brisbane so that at least 1 in 3 people recognise our brand in a random survey taken in 18 months' time.

SWOT Analysis

Strengths:

- Excellent staff who are highly skilled and knowledgeable about homewares.
- Great retail space that is bright, functional and efficient for a commercial urban district.
- High customer loyalty among repeat customers.
- Assortment of offerings that exceed competitors' offerings in quality, range and accessibility.

Weaknesses:

- A limited marketing budget to develop brand awareness due to the lack of critical mass and store cover.
- The struggle to continually fund the growing long-term repayment plans taken out by our customers.

Opportunities:

- A growing market in a high growth area with a significant percentage of the target market still not aware of Houzit's offer.
- Increasing sales opportunities outside of our target area – greater Brisbane.

Threats:

- Competition from local independent retailers can drive down prices, as owner operators have lower overhead costs than our staff-run stores.
- Competition from national chains moving into the Brisbane market.
- A slump in the economy reducing customers' disposable income spent on homewares.

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BSBMKG609 Develop a marketing plan

Assessment 2 – Presentation

Submission Details				
Student ID Number:				
Student Name:				
Assessor Name:				
Due date:				
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarised in any way materials of another person or work of a fellow student and referenced all sources of information.			
Student Signature:				
Assessment Result Details				
Result:	Satisfactory		Not Satisfactory	
Feedback to Student:				
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
Student Signature:				
Assessor Signature:				
Date:				



Submission details

The assessment task is due on the date specified by your assessor. Any variation to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

Performance objective

In this assessment task you are required to review and evaluate marketing opportunities for an organisation and develop marketing activities that reflect strategic directions of the organisation.

Assessment description

In this assessment task you are required to review the strategies and tactics you devised in Assessment Task 1 and describe how they meet the requirements for the organisation. You also need to develop a presentation of your marketing strategies that outlines the strategies, your approaches and your reasoning for developing these, incorporating feedback from key stakeholders.

Procedure

1. For the organisation outlined in the case study materials from Assessment Task 1, and using the strategies and tactics developed in Assessment Task 1, you will need to prepare a marketing plan using the headings below.
 - a. **Executive summary** – Provide an overview of the organisation and the plan, which simply states what is to be achieved.
 - b. **SWOT analysis** – Submit an overview of the organisation's strengths, weaknesses, opportunities and threats (analysed in Assessment Task 1).
 - c. **Marketing objectives** – Include the objectives of the organisation (discussed in Assessment Task 1).
 - d. **Strategies** – Outline the marketing opportunity selected and strategies developed in Assessment Task 1.
Include your reasoning for the marketing mix decisions that you made and the strategies you selected, referring to the SWOT, risk and gap analyses undertaken.
 - e. **Implementation** – Provide an outline of the tactics devised for implementation in Assessment Task 1. You need to provide your reasoning for choosing these tactics and outline the process for reviewing performance.
2. When you have finished writing your marketing plan, you need to:
 - a. liaise with your supervisor (your assessor) to arrange a suitable time and format for presentation
 - b. present the plan to key stakeholders (a group assembled by your supervisor) in the format specified by the assessor at an agreed time
 - c. allow for feedback on the plan from stakeholders within your presentation.
3. During your presentation, you will need to ensure you demonstrate:
 - d. the appropriate communication skills to relate to a diverse range of people
 - e. the leadership skills to gain the trust and support of stakeholders for the plan you present.
4. After you have presented your report and incorporated feedback from key stakeholders, you need to revise and send your final written report to your supervisor (your assessor).



Specifications:

You must:

- Submit and present a marketing plan that follows the instructions as set out in the procedure above.

Your assessor will be looking for whether you have:

- Followed the instructions to develop a detailed marketing plan
- Structured your plan according to the headings listed above
- Sufficiently justified your selection of marketing strategies and implementation tactics
- Allowed an opportunity to receive feedback during their presentation to key stakeholders
- Demonstrated the communication skills to convey your message succinctly.