

APPLY MARKETING SKILLS

UNIT CODE: 0414 551 20A

TVET CDACC UNIT CODE: HOS/OS/FBM/CC/03/6/MA

UNIT DESCRIPTION:

This unit describes competencies required to apply marketing skills. It involves developing marketing plan, evaluating hospitality marketing strategy, evaluating demand for hospitality services, evaluating a marketing environment and developing a marketing mix.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make up workplace functions	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements <i>(Bold and italicized terms are elaborated in the range)</i>
1. Develop marketing plan.	1.1 Marketing objectives are identified as per work procedure. 1.2 Marketing SWOT analysis is carried out as per work procedure. 1.3 Target market is identified as per work procedure 1.4 Marketing resources are identified as per workplace.
2. Evaluate a hospitality marketing strategy	2.1 Market information is gathered as per work procedure. 2.2 Market segmentation is identified as per work procedure. 2.3 Marketing decisions are developed as per work policy. Marketing strategies are evaluated as per work procedures.
3. Evaluate demand for hospitality services	3.1 Evaluation objectives are identified as per hospitality services demand. 3.2 Marketing history data is reviewed as per hospitality services demand. 3.3 Competitors are identified as per work procedure. 3.4 Products categories are identified as per work procedure. 3.5 Product demand is analysed as per work procedure. 3.6 Marketing performance is monitored as per work place policy.
4. Evaluate marketing environment	4.1 Macro and micro environments are identified as per work procedure 4.2 Competitors strategies are evaluated as per work procedure 4.3 Data on customer consumption is gathered as per work procedure. 4.4 Market trends are monitored as per work policy.
5. Develop marketing mix.	5.1 Product portfolio is developed as per work procedure 5.2. Packaging of product is designed as per work procedure 5.3. Promotion methods are applied as per work policy. 5.4. Market programming is designed as per work procedure 5.5. Competitive prices are set as per work procedure

RANGE

This section provides work environment and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
1. Marketing objectives may include but not limited to:	<ul style="list-style-type: none"> ● Improving customer satisfaction ● Increase brand awareness ● Expand market research ● Boosting sales. ● Launch new products and services
2. SWOT analysis may include but not limited to:	<ul style="list-style-type: none"> ● Strengths ● Weaknesses ● Opportunities ● Threats
3. Target market may include but not limited to:	<ul style="list-style-type: none"> ● Demographic target market ● Geographic target market ● Psychographic target market ● Behavioural target market ● Segmented by product usage ● Industry or Niche market target
4. Marketing resources may include but not limited to:	<ul style="list-style-type: none"> ● Human resources ● Financial resources ● Digital tools and platforms ● Content resource ● Marketing channels ● Promotional materials ● Training and educational resources

<p>5. Market information may include but not limited to:</p>	<ul style="list-style-type: none"> • Customer information • Competitor information • Industry trends • Market size and potential • Distribution and supply chain • Sources of market information
<p>6. Market segmentation may include but not limited to:</p>	<ul style="list-style-type: none"> • Demographic segmentation • Geographic segmentation • Psychographic segmentation • Behavioural segmentation
<p>7. Market decisions may include but not limited to:</p>	<ul style="list-style-type: none"> • Products decisions • Price decisions • Place (Distribution decisions) • Promotion decisions
<p>8. Marketing strategies may include but not limited to:</p>	<ul style="list-style-type: none"> • Digital marketing strategy • Content marketing strategy • Brand marketing strategy • In-bound marketing strategy • Out-bound marketing strategy
<p>9. Macro and micro environments may include but not limited to:</p>	<ul style="list-style-type: none"> • Micro environment <ul style="list-style-type: none"> -Customers-Competitors -Suppliers-Intermediaries -Employees-Public • Macro environment <ul style="list-style-type: none"> -Political factors-Economic factors • Sociocultural factors-Technological factors-Environmental factors-Legal factors
<p>10. Competitors strategies may include but not limited to:</p>	<ul style="list-style-type: none"> • Cost leadership • Differentiation

	<ul style="list-style-type: none"> • Niche strategy • Innovation
11. Market trends may include but not limited to:	<ul style="list-style-type: none"> • Technology trends • Sustainability trends • Consumer trends • Economic trends
12. Promotion methods may include but not limited to:	<ul style="list-style-type: none"> • Public relations • Traditional advertising • Digital marketing • Sales promotion • Influencer Marketing • Word of mouth Marketing

REQUIRED KNOWLEDGE AND SKILLS

This section describes the knowledge and skills required for this unit of competency.

Required Skills:

- Communication
- Marketing
- Selling
- Interpersonal relationship
- Risk assessment
- Analytical
- Decision making
- Problem solving
- ICT skills
- Negotiation
- Report writing
- Organizational
- Leadership
- Teamwork
- Persuasion
- Planning
- Control
- Numeracy

Required knowledge:

- Principles and methods of marketing
- Components of hospitality products
- Range of hospitality suppliers
- Customer knowledge
- Service standards
- Principles of hospitality
- Feedback mechanisms
- Promotion of the hospitality products

- Hospitality source markets

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required knowledge and skills range.

<p>1. Critical aspects of competency</p>	<p>1.1 Identified marketing objectives as per work procedure. 1.2 Carried out Marketing SWOT analysis as per work procedure. 1.3 Identified target market as per work procedure 1.4 Identified marketing strategies as per work requirement. 1.5 Identified marketing resources as per workplace. 1.6 Gathered market information as per work procedure. 1.7 Identified market segmentation as per work procedure. 1.8 Developed marketing decisions as per work policy. 1.9 Identified competitors as per work procedure. 1.10 Identified products categories as per work procedure. 1.11 Identified macro and micro environments as per work procedure 1.12 Evaluated competitors strategies as per work procedure 1.13 Developed product portfolio as per work procedure 1.14 Designed packaging of product as per work procedure 1.15 Applied promotion methods as per work policy</p>
<p>2. Resource implications</p>	<p>The following resources should be provided for assessment:</p> <p>2.1 Computer 2.2 Notebook 2.3 Flipcharts 2.4 Stationeries 2.5 Learning resource centre 2.6 Internet</p>
<p>3. Methods of assessment</p>	<p>Competency may be assessed through:</p> <p>3.1 practical 3.2 Verbal questioning 3.3 Project 3.4 Observation 3.5 Third party report 3.6 Interview 3.7 Written test</p>
<p>4. Context of assessment</p>	<p>Competency may be assessed individually</p> <p>4.1 On-the-job 4.2 Off-the-job 4.3 Workplace experience 4.4 Field trips and excursions</p>
<p>4 Guidance information for assessment</p>	<p>Holistic assessment with other units relevant to the industry sector and workplace job role is recommended.</p>

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