<table>
<thead>
<tr>
<th>Training Package</th>
<th>Retail Services (SIR07)</th>
<th>HSC Requirements and Advice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit title</td>
<td>Provide marketing and promotion program support</td>
<td></td>
</tr>
<tr>
<td>Unit code</td>
<td>SIRXMPR002A</td>
<td>HSC Indicative Hours 10</td>
</tr>
<tr>
<td>Competency field</td>
<td>Marketing and Public Relations</td>
<td>Sector Cross-Sector</td>
</tr>
</tbody>
</table>

**Unit descriptor**
This unit describes the performance outcomes, skills and knowledge required to support promotional and marketing programs as a frontline sales staff member.

**Prerequisite units**
Nil

**Application of the unit**
This unit involves supporting enterprise promotional and marketing programs by confirming timing and purpose of programs, responding to enquiries and ensuring materials are available to internal and external customers. Frontline sales personnel are responsible for this function.

**Employability Skills**
The required outcomes described in this unit contain applicable facets of Employability Skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying Employability Skill requirements.

---

**Evidence Guide**
The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

**Critical aspects for assessment and evidence required to demonstrate competency in this unit**
- accurate monitoring and confirmation of upcoming and ongoing store promotional and advertising programs
- consistent confirmation of own role and responsibilities to support marketing and promotional programs
- ability to accurately determine details of advertising and promotional programs
- accurate and clear communication of advertising and promotional program details to answer identified external and internal queries
- timely provision of merchandising and support resources to nominated personnel implementing advertising and promotional programs.

**Context of and specific resources for assessment**
- Assessment must ensure access to:
  - a real or simulated work environment
  - relevant documentation, such as:
    - store policy and procedures manuals
    - campaign details
    - campaign marketing materials.

**Methods of assessment**
A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:
- observation of the candidate in the workplace
- third-party reports from a supervisor
- customer feedback
- role play
- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

**Assessing Employability Skills**
Employability Skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability Skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.
Required Skills and Knowledge
This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- interpersonal communication skills to:
  - access information
  - confirm own role
  - communicate information to customers
  - respond to enquiries on promotional and marketing activities and through clear and direct communication
  - use open and closed questions to identify and confirm requirements
  - use language and concepts appropriate to cultural differences
  - use and interpret non-verbal communication

- literacy skills, including reading and understanding promotional campaign information and instructions

- detailing promotional and marketing activities
- responding accurately to enquiries on promotional and marketing activities
- initiating orders for promotional or advertising support merchandise
- conveying accurate details of promotional or advertising programs to customers.

The following knowledge must be assessed as part of this unit:

- upcoming and ongoing promotional schedule, plans and activities
- support requirements and expectations
- processing promotional enquiries according to business policy and requirements
- roles of management personnel
- ways to support marketing and promotional programs.
<table>
<thead>
<tr>
<th>Element</th>
<th>Performance Criteria</th>
<th>Range Statement</th>
</tr>
</thead>
</table>
| 1 Confirm promotional and marketing activities                          | 1.1 Obtain and confirm timing and purpose of promotional and marketing programs. | 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 italicised* wording in the Performance Criteria is detailed below.  
*Promotional and marketing programs* may include:  
- manufacturer product or service campaigns  
- loyalty programs  
- catalogue offers  
- vouchers  
- seasonal campaigns  
- events  
- new lines  
- new store  
- sales discounts  
- special displays. |
| 1.2 Access *relevant sources of information* regarding upcoming promotional activities. | Relevant sources of information may include:  
- work procedures and internal manuals  
- enterprise operating procedures and instructions  
- written instructions such as data exchange, emails.  
- other staff and supervisors. |
| 1.3 Confirm own role in supporting specific marketing and promotion programs with *relevant supervisory personnel.* | Relevant supervisory personnel may include:  
- team leader  
- department manager  
- manager. |
| 1.4 Communicate details of promotional and marketing programs to *customers* as directed. | Customers may include:  
- new and existing customers  
- internal or external customers  
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities. |
| 2 Respond to enquiries on promotional and marketing activities           | 2.1 Receive and action enquiries concerning promotional and marketing programs according to *business policy and procedures.* | Business policy and procedures may include:  
- operating procedures and instructions  
- legislation and regulations  
- quality assurance systems procedures and policies  
- supplier instructions  
- safety instructions. |
<table>
<thead>
<tr>
<th>Element</th>
<th>Performance Criteria</th>
<th>Range Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.2</td>
<td>Provide accurate details of promotional and marketing programs on demand to internal or external personnel according to business policy and procedures.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Support marketing and promotional programs</td>
<td></td>
</tr>
</tbody>
</table>
| 3.1     | Secure *campaign-related marketing materials* to meet internal or external demand. | *Campaign-related marketing materials* may include:  
- advertising materials  
- display stands  
- flyers  
- gift merchandise and promotional materials  
- staff uniforms, badges and hats  
- customer loyalty cards  
- vouchers and discount vouchers. |
| 3.2     | Issue campaign-related marketing materials to meet internal or external requests according to business policy and procedures. |                  |
| 3.3     | Lodge orders for additional campaign-related marketing materials in a timely manner. |                  |