

DES29 Assist with marketing activities - SQA Unit Code H9WN 04

Unit Summary

This unit is for those designers who participate in planning, implementing and evaluating marketing activities, and developing appropriate material. You will be expected to liaise with others in your company to identify the objectives for the marketing in the context of the client's or your own company's policies and procedures. Participate in the selection of appropriate marketing activities, assist with the preparation of a plan and budget and finally support the delivery and evaluation of the marketing activity.

What you must be able to do:

- a) Identify through discussion with others, the target audience for marketing activities and materials
- b) Identify through discussion with others, the desired outcome of marketing activities and materials
- c) Assist in the preparation of an ongoing marketing plan
- d) Assist with the costing of the implementation of the marketing plan
- e) Take into account relevant legislation and guidelines and internal and external policies, guidelines and codes of conduct
- f) Assist with the production of marketing materials including relevant graphics, layout etc.
- g) Ensure that all marketing and advertising branding you produce is accurate, up to date and conforms to client's or your own company's brand guidelines
- h) Ensure that designs you produce are appropriate for the target audience and intended purpose
- i) Ensure that collateral you produce is delivered on time.
- j) Working with others, identify a strategy for collecting data to measure the effectiveness of marketing activities
- k) Assist with the production of analysis of the data against the indicators for measuring success
- l) Use the results of the evaluation to inform future actions

What you must know:

- 1) How to use marketing to attract, satisfy and retain customers
- 2) Working knowledge relating to marketing theory and practice
- 3) Your target market and audiences
- 4) How to implement effective use of advertising and marketing materials
- 5) Working knowledge of information relating to budgeting and financial control
- 6) Local and/or national advertising, distribution and communication media
- 7) The importance of branding and corporate identity
- 8) Effective use and role of design in marketing
- 9) The key objectives of your organisation
- 10) How to plan and implement an evaluation strategy
- 11) Appropriate use of content, design, media and distribution channel for target audience and message
- 12) What a marketing plan consists of
- 13) Relevant legislation and guidelines related to your proposed marketing activities
- 14) Print and electronic production processes and costs
- 15) Legislation relating to copyright and intellectual property at working level