

# RETAIL PROMOTION & MARKETING

Nationally Recognised Training



NATIONALLY RECOGNISED  
TRAINING

## COURSE OVERVIEW

This nationally accredited set of skills aims to equip individuals with the skills and knowledge required for a variety of sales focused roles within a retail environment.

To achieve the accredited part qualification, the candidate must complete three (3) units of competency; refer to unit list on page 2.

Acacia Education & Training is committed to providing an inclusive learning environment. Principles of access and equity for all students are applied in all programs.

## COURSE OUTCOME

This training applies to those looking to apply for a role within a retail environment. It aims to provide the student with knowledge on promotional activities, customer loyalty and merchandising products and services.

## ENTRY REQUIREMENTS

There are no formal entry requirements for this qualification.

- Applicants will be required to undertake a Language, Literacy & Numeracy assessment.
- Applicants will be required to complete a Pre-Training Review.
- Applicants must be able to attend all practical assessments on the assigned dates where required.



## JOB OUTCOMES

This course will develop a range of skills that may be required for roles in the following areas.

- ✓ **Customer Service Officer**
- ✓ **Frontline Sales Assistant**
- ✓ **Small Business Owner**
- ✓ **Retail Supervisor**
- ✓ **Promotions Officer**

## COURSE DELIVERY



## COURSE DURATION

Students may have up to six (6) months to complete the course. However, if you are utilising NSW Government funding, these dates may vary.

Students will need to follow the training plan provided to them at commencement of training to ensure they complete the course in the required timeframe. Approximately fifteen (15) hours of study should be allocated for each unit.

E: [hello@acaciaeducation.edu.au](mailto:hello@acaciaeducation.edu.au)

P: 02 4751 2300

W: [www.acaciaeducation.edu.au](http://www.acaciaeducation.edu.au)

# ESSENTIAL SKILLS FOR THE WORKPLACE



## UNITS OF COMPETENCY

Below are the units of competency required for this course.

UNIT CODE	UNIT DESCRIPTION
SIRXMKT001	Support marketing and promotional activities
SIRXCEG003	Build customer relationships and loyalty

## UNIT OVERVIEW

### SIRXMKT001 - Support marketing and promotional activities

This unit describes the performance outcomes, skills and knowledge required to support the implementation of marketing and promotional activities.

**Knowledge Evidence examples:** *Techniques for supporting the achievement of marketing and promotional objectives; techniques for communicating and promoting marketing and promotional activities to customers.*

**Performance Evidence example:** *Support the implementation of one marketing or promotional activity by accessing organisational marketing plan and determining activity requirements and own responsibilities.*

### SIRXCEG003 - Build customer relationships and loyalty

This unit describes the performance outcomes, skills and knowledge required to build customer relationships and foster customer loyalty.

**Knowledge Evidence examples:** *Techniques for providing personalised customer service; anticipating customer preferences, needs and expectations throughout the service experience; building customer loyalty.*

**Performance Evidence example:** *Identify trends in customer purchasing patterns and make recommendations that enhance customer service and loyalty.*



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## COURSE DELIVERY

This course can be delivered in a flexible program of **online, correspondence, mixed-mode or classroom\*** based learning.

**Theory:** Students may complete their assessments at their own pace. Support from a designated trainer is available via email, phone, SMS and video call.

**Practical:** There are no practical based learning sessions for this course that require a trainer or workplace supervisor present. All performance activities are written tasks and submitted to the trainer for assessment.

*\*Classroom may be arranged on a case-by-case basis. Minimum numbers may apply. Ask us for more information.*

## CERTIFICATE

On successful completion of all assessments each participant will receive a Statement of Attainment containing the nationally recognised units of competency:

- SIRXMKT001
- SIRXCEG003

The successfully completed units provide credit towards a range of qualifications within the SIR Retail Services training package.

## COURSE FEES - \$149

**Subsidised Training:** Participants may be eligible to receive subsidised training or a fee reduction through the NSW Government Smart & Skilled program. Contact Acacia for further information on determining your eligibility or visit <https://smartandskilled.nsw.gov.au/are-you-eligible>.

*This training is subsidised by the NSW Government.*

## ELIGIBILITY

To be eligible to receive Smart and Skilled funding, applicants must meet the following criteria:

- living or working in NSW
- 15 years old or older and no longer at school
- an Australian citizen, Australian permanent resident, humanitarian Visa holder or New Zealand citizen.

## STUDENT SUPPORT

### Academic support

Students have access to trainer support throughout the duration of their course, whether they are learning via correspondence, online, or in class. Our experienced trainers are available to answer any questions students may have regarding the learning materials and assessments. The appointed trainer can be contacted via email, phone or video call, students will be provided with these contact details on course commencement.

### Administrative support

The administrative team is available during business hours (9am - 5pm) Mondays to Fridays and can assist students with all administrative enquiries or issues, including enrolment, change of contact details, class schedules, online learning and certification. The administrative team can be contacted using details further below.

## APPLICATION TO ENROL

Acacia is committed to ensuring all applicants clearly understand the details and outcomes of the course they are enrolling in. For information on the enrolment process and to apply please speak with your workplace coordinator, job service provider, contact us directly or use the online link on your website.

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