



Australian Government

Assessment Requirements for BSBMKG516 Profile international markets

Release: 1

Assessment Requirements for BSBMKG516 Profile international markets

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- complete international market profiling based on established criteria, specific targeting and positioning strategies
- produce targeting and positioning strategies accounting for cultural differences.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- summarise cultural aspects relevant to international markets profiled
- explain market profiling techniques and related software programs
- outline organisational requirements for presentation of completed profile
- summarise relevant legislation, codes of practice and national standards affecting marketing operations
- identify sources of external and internal information on international markets.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – marketing field of work and include access to:

- examples of completed profiles
- office equipment and resources
- relevant legislation, regulations, standards and codes
- organisational and marketing strategic plans
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>