



**Australian Government**

# **BSBMKG516 Profile international markets**

**Release: 1**

## BSBMKG516 Profile international markets

### Modification History

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

### Application

This unit describes the skills and knowledge required to select and confirm an appropriate international market.

It applies to individuals who possess a sound theoretical knowledge base in international business management, and demonstrate a range of managerial skills to ensure international business activities are conducted effectively.

In this role, individuals work in a supervisory capacity leading teams that choose appropriate international market/s by identifying a target market, profiling that market and developing a positioning strategy.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### Unit Sector

Business Development – Marketing

### Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Select potential international markets for further investigation	1.1 Determine readiness to market products or services internationally 1.2 List potential international markets for further investigation 1.3 Identify information sources to inform process for selection of international markets 1.4 Determine and document criteria to determine suitability of international markets for product or service 1.5 Access and use information sources to determine suitability of

ELEMENT	PERFORMANCE CRITERIA
	international markets for product or service to be marketed 1.6 Select international markets for profiling
2. Identify target market	2.1 Evaluate and choose approaches for determining and describing total market within selected countries, for a product or service 2.2 Define target market for a product or service in terms of prospective users/consumers, selected market segment/s, and cultural appropriateness of product or service 2.3 Use segment descriptors to describe target market 2.4 Identify available marketing strategic options and select targeting strategy that best meets requirements of the marketing plan 2.5 Check cultural appropriateness of chosen targeting strategy using available information sources
3. Profile target audience	3.1 Describe total and selected market and selected market segment/s as a consumer profile 3.2 Ensure consumer profile identifies consumer characteristics in standard statistical terms and/or descriptive terms used in media selection 3.3 Use demographic data and/or psychographic descriptions in consumer profile in accordance with requirements of the marketing plan 3.4 Ensure profile meets organisational requirements for language, format, content and level of detail
4. Develop positioning strategy	4.1 Identify available positioning strategies and choose a strategy to meet marketing requirements and consumer profile, including culture of profiled groups 4.2 Check cultural appropriateness of chosen positioning strategies using available information sources 4.3 Write a positioning implementation plan in accordance with organisational requirements

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

<b>Skill</b>	<b>Performance Criteria</b>	<b>Description</b>
Reading	1.1, 1.3, 1.5, 2.4, 2.5, 3.3, 3.4, 4.1-4.3	<ul style="list-style-type: none"> <li>Identifies and analyses complex text to determine business requirements and possibilities</li> </ul>
Writing	1.2, 1.4, 1.6, 2.3, 3.1, 3.2, 3.4, 4.3	<ul style="list-style-type: none"> <li>Uses clear, accurate and relevant language to organise and record information and complete workplace documentation</li> </ul>
Oral Communication	1.5, 2.5	<ul style="list-style-type: none"> <li>Participates in verbal exchanges using appropriate language and features</li> <li>Elicits views and opinions of others using active listening and questioning</li> </ul>
Numeracy	3.2-3.4	<ul style="list-style-type: none"> <li>Analyses complex numerical data and makes conclusions using standard statistical terminology</li> </ul>
Navigate the world of work	3.4, 4.3	<ul style="list-style-type: none"> <li>Adheres to organisational policies and objectives and considers own role for its contribution to broader goals of work environment</li> </ul>
Get the work done	1.1, 1.3-1.6, 2.1, 2.2, 2.4, 2.5, 3.3, 4.1, 4.2	<ul style="list-style-type: none"> <li>Develops plans and uses effective organisational skills to complete tasks with awareness of how they may contribute to longer-term operational and strategic goals</li> <li>Uses formal decision-making processes, setting or clarifying goals, gathering information and identifying and evaluating several choices against set of criteria</li> <li>Uses digital tools to conduct and record market profiling activities</li> </ul>

## Unit Mapping Information

<b>Code and title current version</b>	<b>Code and title previous version</b>	<b>Comments</b>	<b>Equivalence status</b>
BSBMKG516 Profile international markets	BSBMKG516B Profile international markets	Updated to meet Standards for Training Packages	Equivalent unit

## Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

