



Australian Government

Assessment Requirements for BSBMKG517

Analyse consumer behaviour for specific international markets

Release: 1

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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:

- document process used to:
 - confirm target market
 - confirm current level of consumer interest
 - recommend marketing strategies
 - consider cultural aspects relevant to profiled market.

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:

- discuss cultural aspects relevant to international markets profiled
- summarise market analysis techniques
- describe organisational requirements for presentation of completed profile
- outline key provisions of 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:

- office equipment and resources
- relevant legislation, regulations, standards and codes
- examples of plans, strategies and campaigns

- 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>