



Australian Government

Assessment Requirements for BSBMKG548 Forecast international market and business needs

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- forecast and evaluate an international market on at least one occasion, and forecast and evaluate business needs.

In the course of the above, the candidate must:

- comply with organisational policies and procedures
- develop and discuss recommendations to improve business with relevant personnel.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- forecasting techniques including:
 - bottom-up forecasting
 - delphi techniques
 - model building
 - projection
 - scenario planning
 - intention surveys
 - top-down forecasting
- sources of information relevant to forecasting international market and business needs including:
 - core activities, customer base, business value and current business direction
 - marketing and other business performance
 - comparative market information
 - changes in technology
 - demographic changes

- political events
- social and cultural factors
- economic trends
- government activities and legislative changes
- industry trends
- impacts of international market performance on internal business operations
- legislative and regulatory context of organisation in relation to forecasting market and business needs
- organisational information for forecasting international market and business needs including core activities and capabilities
- software commonly used in marketing forecasting and analysis.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- legislation, regulations, standards and codes related to forecasting international marketing needs
- workplace documentation and resources relevant to performance evidence.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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