Assessment Requirements for BSBMKG549 Profile and analyse consumer behaviour for international markets

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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:

- profile and analyse consumer behaviour for at least two international markets according to organisational objectives.

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:

- cultural aspects relevant to international markets profiled
- consumer profile content including consumer characteristics in standard statistical terms
- market profiling techniques and related software programs
- influence on consumer behaviour, including:
    - individual
    - social
    - cultural
    - lifestyle
- key provisions of relevant legislation affecting consumer behaviours for products and services including:
    - Trade Practices Act
    - World Trade Organisation
    - Privacy Act
- sources of information on international markets
- segment descriptors to define international target markets.

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 for markets for international markets
- examples of plans, strategies and campaigns.

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