



Australian Government

**Assessment Requirements for BSBMKG605
Evaluate international marketing
opportunities**

Release: 1

Assessment Requirements for BSBMKG605 Evaluate international marketing opportunities

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 and present an evaluation of various international marketing opportunities including:
 - analysis of global business environment
 - assessment of social, cultural, political and economic factors impacting selection of market opportunities
 - risk assessment for each opportunity considered
 - analysis of financial viability of selected international marketing opportunities.

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:

- outline relevant Australian and international standards, policies and guidelines, including those covering:
 - environmental matters
 - human rights
 - labour relations
 - packaging
 - risk management
- electronic commerce
- identify and explain key provisions of relevant legislation and codes of practice affecting aspects of marketing operations
- explain the role of the Organisation for Economic Co-operation and Development (OECD)

- identify and describe key features of the country or countries being considered for market entry or penetration, including:
 - cross-cultural communication and negotiation styles
 - global and country specific economic, social and industry directions, trends, practices and techniques.

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:

- information sources on countries and markets being considered for entry or further penetration
- office equipment and resources
- examples of previous international marketing evaluation documents, strategic plans and marketing plans.

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>