Assessment Requirements for BSBMKG606 Manage international marketing programs

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 and present
    - international marketing objectives
    - selected marketing approach
    - creation of operational structure
- effectively manage international marketing activities
- monitor and evaluate international marketing performance, and make any necessary adjustments as required
- formulate suggestions on how marketing activities could be affected in future.

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, models 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:

- office equipment and resources
- organisational strategic and marketing plans, and other relevant documents.

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