



Australian Government

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.

Application

This unit describes the skills and knowledge required to formulate, assess, strategically manage, evaluate and improve international marketing programs.

It applies to experienced individuals who are required to manage a team and are responsible for evaluating international marketing opportunities, setting marketing objectives and determining approach and operational structure for an organisation marketing internationally.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Formulate international marketing objectives	<p>1.1 Select viable international marketing opportunities and develop objectives consistent with the organisation's capabilities and resources</p> <p>1.2 Identify measurable international marketing objectives consistent with organisation's strategic direction, and identify nature and extent of goals for international market</p> <p>1.3 Formulate strategic objectives and related key performance indicators by product, service, country or international grouping,</p>

ELEMENT	PERFORMANCE CRITERIA
	<p>and overall</p> <p>1.4 Develop a risk management strategy to manage contingencies, and ensure marketing objectives are met in accordance with overall organisational requirements</p>
2. Determine international marketing approach	<p>2.1 Research international marketing opportunities and determine global or customised approaches for promotion of products or services</p> <p>2.2 Evaluate options for choice of marketing approaches</p> <p>2.3 Select a marketing approach to meet marketing objectives, international market conditions and consumer preferences</p>
3. Determine operational structures	<p>3.1 Evaluate business culture and consumer preferences, and identify compatible marketing structures</p> <p>3.2 Identify options for operational marketing structure and rank them for strengths and weaknesses in servicing international markets</p> <p>3.3 Choose operational structure that best fits international market and product or service</p>
4. Manage international marketing performance	<p>4.1 Communicate international marketing objectives across the organisation to suit culture, customs, levels of knowledge, experience and needs of personnel</p> <p>4.2 Identify and agree roles, responsibilities and accountabilities of staff and contractors involved in all elements of marketing effort</p> <p>4.3 Develop communication strategy to ensure personnel responsible for each element of marketing mix work together to meet organisation's marketing objectives</p> <p>4.4 Manage marketing effort to ensure it is directed towards areas of greatest potential for the organisation</p> <p>4.5 Manage integration of marketing, promotional and any sales activities in accordance with international marketing objectives</p>
5. Evaluate and improve international marketing performance	<p>5.1 Monitor product, pricing and distribution policies in relation to market changes, objectives of marketing plan and organisational requirements</p> <p>5.2 Monitor overall marketing progress against performance targets to ensure activity, quality, cost, and time requirements are met</p> <p>5.3 Analyse, review and revise marketing outcomes and objectives</p> <p>5.4 Analyse successes and performance gaps as to cause and</p>

ELEMENT	PERFORMANCE CRITERIA
	<p>effect, and use to improve international marketing performance</p> <p>5.5 Analyse changes in market phenomena, and identify and document their potential impact on international marketing objectives</p> <p>5.6 Document review of marketing performance against key performance indicators in accordance with organisational requirements</p>

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.2, 2.1, 2.2, 3.1, 5.3-5.5	<ul style="list-style-type: none"> Researches, analyses and consolidates a range of complex textual information from a variety of sources to identify key details and determine relevance to strategic organisational requirements
Writing	1.3, 1.4, 4.1, 4.3, 5.3, 5.6	<ul style="list-style-type: none"> Uses clear and accurate language and structures information logically to convey priorities and critical strategic information Prepares a range of reports using appropriate format, terminology and conventions specific to purpose and audience
Oral Communication	4.1	<ul style="list-style-type: none"> Clearly and effectively conveys and elicits information in verbal exchanges Uses active listening and questioning skills to clarify understanding
Numeracy	5.2	<ul style="list-style-type: none"> Performs calculations and uses mathematical problem-solving techniques to analyse numerical and financial data
Navigate the world of work	1.2, 1.4, 4.5, 5.1, 5.6	<ul style="list-style-type: none"> Monitors adherence to organisational policies and objectives and considers own role for its contribution to broader goals of work environment
Interact with others	4.1, 4.3	<ul style="list-style-type: none"> Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how

		<ul style="list-style-type: none"> Fosters a collaborative culture within own sphere of influence, facilitating a sense of commitment and cohesion, and highlighting and using the strengths of all involved
Get the work done	1.1-1.3, 2.1-2.3, 3.1-3.3, 4.2-4.4, 5.1-5.5	<ul style="list-style-type: none"> Uses logical planning processes, and an increasingly intuitive understanding of context, to identify relevant information and risks, and to identify and evaluate alternative strategies and resources Makes a range of critical and non-critical decisions in relatively complex situations, taking a range of factors and constraints into account Recognises potential of new approaches to enhance work practices and outcomes

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG606 Manage international marketing programs	BSBMKG606B Manage international marketing programs	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -
<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>