



Australian Government

Assessment Requirements for BSBMKG625 Implement and 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 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:

- implement and manage at least one international marketing program.

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:

- organisational policies and procedures related to international marketing programs
- provisions of legislation, codes of practice and standards for international marketing programs
- KPIs for international marketing programs
- impacts of market changes on international marketing programs
- common international marketing strategies and approaches
- risk factors and mitigation strategies for international marketing opportunities
- processes for implementing an international marketing plan.

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:

- workplace policies and procedures for international marketing
- legislation, regulations, standards and codes on international marketing.

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>