



Australian Government

BSBMKG625 Implement and manage international marketing programs

Release: 1

BSBMKG625 Implement and manage international marketing programs

Modification History

| Release | Comments |
|-----------|--|
| Release 1 | This version first released with BSB Business Services Training Package Version 7.0. |

Application

This unit describes the skills and knowledge required to assess the international environment, identify market factors and risks, and manage and evaluate international marketing programs.

The unit applies to individuals who use are senior marketing or management personnel or those who have responsibility for international marketing programs.

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

Unit Sector

Technical Skills – 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. Develop international marketing objectives | 1.1 Select international marketing opportunities and develop objectives according to organisation's capabilities and resources 1.2 Identify international marketing objectives according to organisation's strategic direction 1.3 Develop strategic objectives and related key performance indicators by product, service, country or international grouping, and overall performance 1.4 Relate risk factors to international business cycles and terms of economic conditions and estimate their impact on potential market |
| 2. Determine marketing | 2.1 Identify resources and capabilities for implementation of |

| ELEMENT | PERFORMANCE CRITERIA |
|---|--|
| approach and operational structure | program 2.2 Identify global and customised approaches for promotion of products or services 2.3 Identify options for choice of marketing approaches |
| 3. Implement programs | 3.1 Implement program according to agreed timelines 3.2 Provide support and assistance to staff and contractors involved in implementing the program 3.3 Manage integration of marketing, promotional and sales activities according to international marketing objectives 3.4 Assess and respond to the need for adjustments to plans, systems and procedures 3.5 Provide progress and other reports according to event requirements |
| 4. Evaluate and improve international marketing performance | 4.1 Monitor product, pricing and distribution policies related to market changes, objectives of marketing plan and organisational requirements 4.2 Monitor marketing progresses against performance targets and confirm activity, quality, cost, and time requirements are met 4.3 Review and revise marketing outcomes and objectives 4.4 Analyse successes and performance gaps in relation to cause and effect, and improve international marketing performance 4.5 Analyse changes in market phenomena, and identify and document potential impact on international marketing objectives 4.6 Document review of marketing performance against key performance indicators according to organisational requirements |

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

| Skill | Description |
|----------|---|
| Numeracy | <ul style="list-style-type: none"> Performs complex mathematical calculations to analyse trend data, business development opportunities and cost benefit analyses |
| Reading | <ul style="list-style-type: none"> Researches and analyses a range of textual information from a variety of sources to identify key details and determine relevance to strategic organisational requirements |

| Skill | Description |
|-------------------------|---|
| Writing | <ul style="list-style-type: none">Records results of research and analysis using language and format appropriate to organisation and purpose |
| Planning and organising | <ul style="list-style-type: none">Uses logical planning processes, and an increasingly intuitive understanding of context, to identify risk factors, and to evaluate alternative strategies and resources |
| Problem solving | <ul style="list-style-type: none">Makes a range of critical and non-critical decisions in relatively complex situations, analysing information and taking a range of factors and constraints into account |
| Technology | <ul style="list-style-type: none">Identifies potential of new approaches, including new technologies, to enhance work practices and outcomes |

Unit Mapping Information

Supersedes and is equivalent to BSBMKG606 Manage international marketing programs.

Supersedes but is not equivalent to BSBMKG605 Evaluate international marketing opportunities.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>