BSBMKG605A Evaluate international marketing opportunities
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Modification History
Not applicable.

Unit Descriptor
This unit covers evaluating the international environment, identifying market factors and risks, and assessing the viability of international marketing opportunities.
This unit is related to BSBMKG501A Evaluate marketing opportunities. Consider co-assessment with BSBMKG606A Manage international marketing programs.

Application of the Unit
Not applicable.

Licensing/Regulatory Information
Not applicable.

Pre-Requisites
Not applicable.

Employability Skills Information
Not applicable.

Elements and Performance Criteria Pre-Content
Not applicable.
## Elements and Performance Criteria

### Elements and Performance Criteria

<table>
<thead>
<tr>
<th>Element</th>
<th>Performance Criteria</th>
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</thead>
<tbody>
<tr>
<td><strong>1. Review the global market environment</strong></td>
<td>1.1 International trade patterns are assessed and their likely importance for the business identified</td>
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<tr>
<td></td>
<td>1.2 Multinational business and e-commerce markets are researched and opportunities to enter, shape or influence the market are assessed in terms of likely contribution to the business</td>
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<td></td>
<td>1.3 International markets operating under free trade and/or protectionist arrangements are identified and the likely ease of entering and trading successfully estimated</td>
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<td></td>
<td>1.4 International trade policies and agreements are identified and their likely impact on international marketing opportunities estimated</td>
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<tr>
<td><strong>2. Assess international business and e-commerce market factors</strong></td>
<td>2.1 Economic and political factors affecting the international market are identified and analysed for their potential impact on international marketing opportunities</td>
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<td></td>
<td>2.2 Social and cultural factors affecting the international market are identified and analysed for their potential impact on international marketing opportunities</td>
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<tr>
<td></td>
<td>2.3 International market trends and developments are investigated to identify market needs relative to the business</td>
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<tr>
<td></td>
<td>2.4 New and emerging business and e-commerce markets are identified and opportunities to enter, shape or influence the markets are assessed in terms of their fit with business goals and direction and their likely contribution to the business</td>
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<tr>
<td><strong>3. Identify risk factors for international marketing opportunities</strong></td>
<td>3.1 Political and financial stability and corruption risks for the potential market are analysed and rated as acceptable or not</td>
</tr>
<tr>
<td></td>
<td>3.2 Legal and regulatory requirements and trade barriers for the potential market are analysed and</td>
</tr>
</tbody>
</table>
rated as acceptable or not

3.3 Risk factors are related to international business cycles in terms of economic conditions, and their impact is estimated for the potential market

4.1 Opportunities are identified and analysed in terms of their likely fit with the organisation's goals and capabilities

4.2 Each opportunity is evaluated to determine its impact on current business and customer base

4.3 An assessment of costs, benefits, risks and opportunities is used to determine the financial viability of each marketing opportunity

4.4 Probable return on investment and potential competitors are determined

4.5 Marketing opportunities are described and ranked in terms of their viability and likely contribution to the business

**Required Skills and Knowledge**

Not applicable.
Evidence Guide

The Evidence Guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competency for this unit. This is an integral part of the assessment of competency and should be read in conjunction with the Range Statement.

Critical Aspects of Evidence
Integrated demonstration of all elements of competency and their performance criteria
Supporting evidence for decisions about likely impact of factors, probable return on investment and market viability of international marketing opportunities

Underpinning Knowledge*
* At this level the learner must demonstrate understanding of specialised knowledge with depth in some areas.
Relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination
Organisation's products and services
Organisation's business and marketing plan
Research processes for international markets
Cross-cultural communication
International business protocols
E-Commerce

Underpinning Skills
Literacy skills to identify and evaluate information, and to interpret cultural issues
Communication including questioning, clarifying and reporting
Research and evaluation skills
Computer technology skills
Ability to relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities

Resource Implications
The learner and trainer should have access to appropriate documentation and resources normally used in the workplace

Consistency of Performance
In order to achieve consistency of performance, evidence should be collected over a set period of time which is sufficient to include dealings with an appropriate range and variety of situations

Context/s of Assessment
Competency is demonstrated by performance of all stated criteria, including paying particular attention to the critical aspects and the knowledge and skills elaborated in the Evidence Guide, and within the scope as defined by the Range Statement
Assessment must take account of the endorsed assessment guidelines in the Business Services Training Package
Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment
Assessment should reinforce the integration of the key competencies and the business services common competencies for the particular AQF level. Refer to the Key Competency Levels at the end of this unit

Key Competency Levels
Collecting, analysing and organising information (Level 3) - to identify international market factors
Communicating ideas and information (Level 3) - to rank marketing opportunities
Planning and organising activities (Level 2) - to research multinational markets
Working with teams and others (Level 3) - to gather information on the international business environment
Using mathematical ideas and techniques (Level 1) - to analyse data and draw conclusions
Solving problems (Level 3) - to assess the viability of international marketing opportunities
Using technology (Level 1) - for investigating international marketing opportunities in an online environment

Please refer to the Assessment Guidelines for advice on how to use the Key Competencies. The Evidence Guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competency for this unit. This is an integral part of the assessment of competency and should be read in conjunction with the Range Statement.

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Range Statement

The Range Statement provides advice to interpret the scope and context of this unit of competency, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. The following variables may be present for this particular unit:

Legislation, codes and national standards relevant to the workplace which may include:
- award and enterprise agreements and relevant industrial instruments
- relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination
- relevant industry codes of practice

International trade agreements may include:
- GATT

International business and e-commerce market factors may include:
- trade relations with Australia
- level of economic development
- industrial structure
- growth factor/s
- investment rates
- technology and telecommunications infrastructure
- cost of funds
- currency exchange rates
- interest rates
- trade restrictions
- tariffs
- distribution channels
- political systems
- social and cultural factors
- incentives
- government assistance
- trade groupings
- geographical groupings
- cultural and political groupings
- on-line customer groupings
- virtual communities
- customer service factors

Social and cultural factors may include:
- social values
- family role and status
- traditions
- preferences
- behaviours
- language
- customs
- currency
- political system
- legal system
Risk factors may include:
- political stability
- financial stability
- legal and regulatory requirements
- work factors
- cultural factors
- language factors
- available technology
- telecommunications infrastructure
- resource capability and capacity
- resource availability, sustainability and management
- logistics
- transportation systems
- communication systems
- trade barriers
- corruption risks
- legal risks in selling goods and services on-line to the international market

Economic conditions may include:
- prosperity
- recession
- depression
- recovery

International marketing opportunities may include:
- exporting
- licensing
- agents
- intermediaries
- joint ventures
- strategic alliances
- direct investment
- on-line business opportunities

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customer service factors

**Social and cultural factors may include:**
social values
family role and status
traditions
preferences
behaviours
language
customs
currency
political system
legal system

**Risk factors may include:**
political stability
financial stability
legal and regulatory requirements
work factors
cultural factors
language factors
available technology
telecommunications infrastructure
resource capability and capacity
resource availability, sustainability and management
logistics
transportation systems
communication systems
trade barriers
corruption risks
legal risks in selling goods and services on-line to the international market

**Economic conditions may include:**
prosperity
recession
depression
recovery

**International marketing opportunities may include:**
exporting
licensing
agents
intermediaries
joint ventures
strategic alliances
direct investment
on-line business opportunities

**Unit Sector(s)**
Not applicable.