



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG415A Research international markets

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to undertake market research to select markets to pursue.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to individuals working with minimal supervision but with the support and assistance of a more senior person within the organisation. The activities will be focused on the target market and will involve communication and executing tasks across cultural and geographic barriers. The tasks involved in marketing goods and services internationally include selecting and implementing appropriate marketing activities, and monitoring and reviewing marketing performance.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Collect information about target markets	1.1. Identify <i>target markets</i> for market research for international markets from brief or manager 1.2. Confirm <i>information requirements</i> for market research 1.3. Seek <i>assistance</i> as required, with sourcing and accessing required information 1.4. Identify and access <i>sources</i> of required information
2. Investigate trends in target markets	2.1. Collate required information from information sources 2.2. Apply <i>statistical analysis</i> tools to information to identify <i>trends</i> 2.3. Seek assistance as required, with analysing required information 2.4. Investigate <i>causal influences</i> 2.5. Document and report identified trends and causal influences to relevant personnel within the organisation
3. Utilise data in decision making	3.1. Base <i>decision making</i> on available data 3.2. Check consistency of decision making against data, and document a rationale for decision making in relation to markets to be pursued 3.3. Document and report recommendations to <i>relevant personnel</i> within the organisation

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- research and data collection skills to maintain knowledge of potential opportunities
- literacy skills to document research findings and recommendations
- planning and organising skills to manage timelines.

Required knowledge

- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
 - International Commercial Terms (INCOTERMS)
 - trade modernisation legislation: Customs Legislation Amendment and Repeal Act, Import Processing Charges Act, Customs Depot Licensing Charges Amendment Act
 - Trade Practices Act
 - Warsaw Convention
 - World Trade Organisation determinations
- cultural aspects relevant to international markets researched
- market research techniques and tools
- required formats for reporting outcomes of research
- available external and internal information sources related to international markets.

Evidence Guide

EVIDENCE GUIDE	
<p>The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> identifying and documenting trends in the target market analysing information to validate trends making decisions based on available data knowledge of relevant Australian, international and local legislation.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> access to an actual workplace or simulated environment access to office equipment and resources access to relevant workplace documents access to information sources used by candidate.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate review of documenting and reporting of identified trends analysis of responses to case studies and scenarios observation of presentations of research about international markets oral or written questioning to assess knowledge of cultural aspects relevant to international markets researched assessment of documentation reporting decision making recommendations in relation to markets to be pursued.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p>

EVIDENCE GUIDE

- research units
- international business units
- other marketing units.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Target markets</i> may include:	<ul style="list-style-type: none"> • specific country or countries • geographic region/s within specific country or countries • specific sub-groups within selected areas • combinations of above
<i>Information requirements</i> may include:	<ul style="list-style-type: none"> • balance of payments data • competitors • cultural and social influences of consumers • demand and unmet demand • demographic data • economic and socioeconomic data • regulations on foreign investment • size of market segments • tariff and non-tariff barriers
<i>Assistance</i> may be sought from:	<ul style="list-style-type: none"> • Austrade, state/territory departments and agencies, chambers of commerce • industry or trade associations, other private organisations, consultants • manager and colleagues within organisation
<i>Sources</i> may include:	<ul style="list-style-type: none"> • academic publications and personnel • Austrade, state/territory departments and agencies, chambers of commerce • trade and business publications
<i>Statistical analysis</i> may include:	<ul style="list-style-type: none"> • measures of central tendency • measures of dispersion • nature and degree of relationship between variables • normal distribution probability curve • sampling • time series analysis
<i>Trends</i> may include:	<ul style="list-style-type: none"> • buying patterns • changes in demand and unmet demand

RANGE STATEMENT	
	<ul style="list-style-type: none"> • demographics of decision maker/purchaser • imports versus local sales • seasonal variations
<i>Causal influences</i> may include:	<ul style="list-style-type: none"> • attitude towards Australia and Australian products and services • consumer awareness • cultural considerations related to values, beliefs • current availability of products or services • economic or socioeconomic factors • local alternatives to product or service • perceptions of potential consumers
<i>Decision making</i> may refer to:	<ul style="list-style-type: none"> • market entry strategy to be adopted • markets selected for more in-depth research • markets to be pursued
<i>Relevant personnel</i> may include:	<ul style="list-style-type: none"> • chief executive officer of organisation, board of directors • client for market research • manager or supervisor • marketing manager

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Marketing
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Co-requisite units

Co-requisite units	

Co-requisite units		