



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG416A Market goods and services internationally

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 market goods and service internationally in line with the organisation's marketing plan and marketing strategy for a specified international target market.</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 with a broad knowledge of marketing who contribute well developed skills in creating solutions to unpredictable problems through analysis and evaluation of information from a variety of sources. They provide leadership and guidance to others and have limited responsibility for the output of others.</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. Select appropriate marketing activities	1.1. Access marketing plan and marketing strategy for specific international target market 1.2. Seek <i>clarification</i> as required, to interpret marketing plan and marketing strategy 1.3. Draw up a potential range of <i>marketing activities</i> 1.4. Select activities based on cultural and social appropriateness, cost, viability and suitability in relation to market research undertaken 1.5. Seek and obtain <i>assistance</i> as required, to select appropriate marketing activities 1.6. Document selected marketing activities with costs and rationale for selection and obtain <i>approval</i> for implementation
2. Implement international marketing activities	2.1. Prioritise marketing activities and obtain resources for their implementation 2.2. Brief <i>persons</i> involved in the marketing effort on their roles and responsibilities as members of a self-managed team to ensure the success of marketing strategies 2.3. Implement promotional activities in accordance with marketing objectives and budgetary requirements 2.4. Assign responsibility for ongoing monitoring of marketing activities and evaluate business performance against objectives and targets 2.5. Ensure implementation of marketing activities meets <i>legal, ethical and safety requirements, and cultural considerations</i>
3. Monitor and review marketing performance	3.1. Monitor progress against performance, analyse performance gaps and take corrective action as required 3.2. Analyse over-performance against targets for trends and set new targets 3.3. Encourage all staff involved in marketing activities to propose ways to improve marketing performance 3.4. Implement <i>processes</i> to gather customer reaction to all aspects of the marketing mix to improve targeting and outcomes 3.5. Conduct ongoing research of customer and business requirements to identify <i>opportunities for change and improvement</i> and their timing

ELEMENT	PERFORMANCE CRITERIA
	3.6. Analyse changes in market phenomena for new business opportunities

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
- literacy skills sufficient to document marketing activities and strategies
- communication and negotiation skills to seek and use feedback to improve current practice.

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 Organization determinations
- organisational client relationship strategy
- marketing concepts, principles and strategies
- evaluation and monitoring principles and strategies.

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"> • implementing culturally appropriate marketing and promotional activities • monitoring market performance • identifying and making improvements to marketing activities and strategies • 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 relevant workplace documents • access to customer feedback • access to an actual workplace or simulated environment • access to office equipment and resources.
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 documentation for selected marketing activities • analysis of responses to case studies and scenarios • observation of marketing presentations on goods and services • oral or written questioning to assess knowledge of evaluation and monitoring principles and strategies • assessment of analysis of changes in market phenomena for new business opportunities.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> • international business units

EVIDENCE GUIDE

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| | <ul style="list-style-type: none">• other marketing units. |
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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>Clarification</i> may be sought from:	<ul style="list-style-type: none"> • consultants • manager, supervisor or relevant specialist staff • specialist staff involved in marketing
<i>Marketing activities</i> may include:	<ul style="list-style-type: none"> • advertisements • client functions • demonstration activities • distribution of free samples • employee functions • media announcements • product launches • web pages
<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>Approval</i> may be obtained from:	<ul style="list-style-type: none"> • client • manager or supervisor • owner of organisation, chief executive officer, board of directors
<i>Persons</i> may include:	<ul style="list-style-type: none"> • colleagues and self • consultants • overseas agents and representatives
<i>Legal and ethical requirements and cultural considerations</i> may include:	<ul style="list-style-type: none"> • cultural expectations and influences • environmental issues • ethical principles • legislation e.g. Trade Practices Act • policies and guidelines • regulations and codes of practice • safety issues • security and privacy issues • social responsibilities

RANGE STATEMENT	
	<ul style="list-style-type: none"> • societal expectations
<i>Safety requirements</i> may include:	<ul style="list-style-type: none"> • occupational health and safety considerations, for example: <ul style="list-style-type: none"> • establishing procedures for staff safety and security at promotional events • health and safety arrangements for contractors • safe handling of equipment and substances • safety of staff working in remote and isolated locations e.g. communication arrangements
<i>Processes</i> may include:	<ul style="list-style-type: none"> • advertisements • client functions • consultants • demonstration activities • distribution of free samples • employee functions • manager or supervisor or relevant specialist staff • media announcements • product launches • specialist staff involved in marketing • web pages
<i>Opportunities for change and improvement</i> may include:	<ul style="list-style-type: none"> • ancillary services • delivery times/quality • market positioning • packaging • pricing structure • product/service configuration • raw materials

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		