



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG513A Promote products and services to international markets

Revision Number: 1

BSBMKG513A Promote products and services to international markets

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to promote products and/or services of the business within specified international markets. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
------------------------	---

Application of the Unit

Application of the unit	This unit applies to individuals with managerial responsibility for promoting products and/or services to international markets. This includes planning, coordinating, reviewing and reporting on promotional activities. Management of promotional activities may involve geographic separation from these activities.
--------------------------------	---

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
-----------------------------	--

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.
---	--

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan promotional activities	1.1. Access marketing plan for international business activity to inform planning of promotional activities 1.2. Access relevant <i>information sources</i> to support planning of promotional activities 1.3. Identify and assess <i>promotional activities</i> to ensure compatibility with <i>organisational requirements</i> and <i>cultural appropriateness</i> 1.4. Plan and schedule promotional activities according to the marketing needs of the organisation 1.5. Determine overall promotional objectives in consultation with <i>designated individuals and groups</i> both in international and domestic settings 1.6. Ensure time lines and costs for promotion of activities are realistic and consistent with budget resources 1.7. Develop action plans to provide details of products and/or services being promoted
2. Coordinate promotional activities	2.1. Identify and prepare <i>personnel and resources</i> to support promotional activities, both in international and domestic settings, to facilitate the achievement of promotional goals 2.2. Identify, agree upon and allocate <i>roles and responsibilities</i> of overseas and domestic personnel for delivery of promotional activities 2.3. Establish and conduct relationships with targeted groups in overseas settings in a manner which enhances the positive image of the organisation 2.4. Supervise and support roles and responsibilities of overseas personnel involved in promotional activities 2.5. Use <i>international business networks</i> to assist in the implementation of promotional activities
3. Review and report on promotional activities	3.1. Analyse audience feedback and data to determine the impact of the promotional activity on the delivery of products and/or services 3.2. Assess the effectiveness of planning processes to identify possible improvements in future international promotional activities 3.3. Collect and provide <i>feedback</i> to personnel and agencies involved in the promotional activity both in international and domestic settings 3.4. Analyse costs and time lines to evaluate the benefits

ELEMENT	PERFORMANCE CRITERIA
	<p>accruing from the internationally based promotional activities</p> <p>3.5. Prepare conclusions and recommendations from verifiable evidence and provide constructive advice on future directions of internationally based promotional activities</p>

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
- interpersonal skills to establish rapport and build relationships with clients
- organisational and time management skills to sequence tasks and meet time lines
- research, data collection, assessment and evaluation skills to determine appropriate promotional activities for international markets
- technology skills to record and use information gathered about promotional activities.

Required knowledge

- available overseas media
- cultural characteristics of groups within target market
- international business networks
- marketing strategies and promotional activities
- 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:
 - bilateral or regional trade agreements
 - occupational health and safety (OHS)
 - Trade Practices Act
 - World Trade Organisation rules.

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"> demonstration of planning, coordinating and reviewing of promotional activities to align with marketing plans and market research undertaken for the international markets selected report detailing promotional activities undertaken and recommendations to inform and guide future promotional activities in international settings 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 workplace documents including completed reports access to feedback on activity from overseas personnel/clients.
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"> analysis of responses to case studies and scenarios assessment of written reports on promotional activities direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate observation of presentations promoting goods, services or organisation to international clients or business associations/networks observation of techniques used when undertaking promotional activities oral or written questioning to assess knowledge of cultural characteristics of groups within target market review of action plans developed to provide details of

EVIDENCE GUIDE	
	<p>products and/or services being promoted</p> <ul style="list-style-type: none">• analysis of audience feedback and data• assessment of conclusions and recommendations prepared and advice on future directions of internationally based promotional activities.
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• 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.

<p><i>Information sources</i> may include:</p>	<ul style="list-style-type: none"> • academics and training providers • Austrade and other Australian, state/territory government departments and agencies • overseas embassies, consulates, government departments and agencies within Australia and overseas • trade and industry publications
<p><i>Promotional activities</i> may include:</p>	<ul style="list-style-type: none"> • advertisements • client functions • demonstration activities • distribution of free samples • employee functions • media announcements • product launches • web pages
<p><i>Organisational requirements</i> may include:</p>	<ul style="list-style-type: none"> • access and equity principles and practice • allocation of responsibilities for products and/or services • confidentiality and security requirements • consideration of cultural issues • defined resource parameters • ethical standards • filing and documentation storage processes • goals, objectives, plans, systems and processes • legal and organisational policy/guidelines and requirements • OHS policies, procedures and programs • payment and delivery options • pricing and discount policies • quality and continuous improvement processes and standards • quality assurances and/or procedures manuals • replacement and refund policy and procedures

RANGE STATEMENT	
<i>Cultural appropriateness</i> refers to:	<ul style="list-style-type: none"> • appropriateness of activity related to the culture of countries selected for promotion of products and/or services
<i>Designated individuals and groups</i> may refer to:	<ul style="list-style-type: none"> • colleagues • committees • customers • external organisations such as Austrade, state/territory government departments and agencies, chambers of commerce • line management • supervisor
<i>Personnel and resources</i> may refer to:	<ul style="list-style-type: none"> • contractors engaged for specific purposes within promotional activity • management • marketing funds • organisational personnel both in international and domestic settings • promotional products • samples • technology • time • venue
<i>Roles and responsibilities</i> may include:	<ul style="list-style-type: none"> • codes of conduct • considerations of cultural issues • contractual arrangements with consultants or specialists hired for promotional activity • job description and employment arrangements • marketing plans • organisation's policy relevant to work role • skills, training and competencies • supervision and accountability requirements including OHS • team structures
<i>International business networks</i> may refer to:	<ul style="list-style-type: none"> • formal or informal networks • government sponsored networks through Austrade or state/territory government agencies, chambers of commerce • individuals, groups, organisations • personal or business networks • professional or trade networks

RANGE STATEMENT

Feedback may be collected from:	<ul style="list-style-type: none"> • customer/client response data • employee data • focus groups • market share data • sales orders • word-of-mouth reports
--	--

Unit Sector(s)

Unit sector	
--------------------	--

Competency field

Competency field	Business Development - Marketing
-------------------------	----------------------------------

Co-requisite units

Co-requisite units		