Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG606B Manage international marketing programs

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

BSBMKG606B Manage international marketing programs

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to formulate, assess, strategically manage, evaluate and improve international marketing programs.
	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 senior marketing or management personnel who are required to manage international marketing activities including evaluating international marketing opportunities, setting marketing objectives and determining the approach and operational structure for an organisation marketing internationally.
	Individuals undertaking this unit are also required to manage a team of people implementing international marketing opportunities, including monitoring, evaluating and improving activities as required.
	BSBMKG605B Evaluate international marketing opportunities, may be undertaken before or in conjunction with this unit.

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.

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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Formulate international marketing objectives	1.1. Select viable international marketing opportunities and develop objectives that are consistent with the organisation's capabilities and resources 1.2. Identify measurable international marketing objectives that are consistent with the organisation's strategic direction, and identify the nature and extent of what is to be achieved in the international market 1.3. Formulate strategic objectives and related key performance indicators by product, service, country or **international grouping**, and overall 1.4. Develop a **risk management strategy** to manage contingencies and ensure marketing objectives are met in accordance with overall organisational requirements
2. Determine international marketing approach	2.1. Research international marketing opportunities and determine global or customised approaches for promotion of products or services 2.2. Evaluate options for choice of **marketing approaches** 2.3. Select a marketing approach that meets marketing objectives, international market conditions and consumer preferences
3. Determine operational structures	3.1. Evaluate business culture and consumer preferences, and identify compatible marketing structures 3.2. Identify options for **operational marketing structure** and rank them in terms of their **strengths and weaknesses** in servicing international markets 3.3. Choose an operational structure that best fits the international market and product or service
4. Manage international marketing performance	4.1. Communicate international marketing objectives across the organisation in ways suited to culture, customs, levels of knowledge, experience and needs of personnel 4.2. Identify and agree roles, responsibilities and accountabilities of staff and contractors involved in all elements of marketing effort 4.3. Develop a communication strategy to ensure that personnel responsible for each element of **marketing mix** work together to meet organisation's marketing objectives 4.4. Manage marketing effort to ensure it is directed

ELEMENT	PERFORMANCE CRITERIA
	towards areas of greatest potential for the organisation
	4.5. Manage integration of marketing, promotional and any sales activities in accordance with international marketing objectives
5. Evaluate and improve international marketing performance	5.1. Monitor product, pricing and distribution policies in relation to market changes, objectives of marketing plan and organisational requirements
	5.2. Monitor overall marketing progress against performance targets to ensure activity, quality, cost, and time requirements are met
	5.3. Analyse, review and revise marketing outcomes and objectives
	5.4. Analyse successes and performance gaps as to cause and effect, and use them to improve international marketing performance
	5.5. Analyse changes in market phenomena, and identify and document their potential impact on international marketing objectives
	5.6. Document the review of marketing performance against key performance indicators in accordance with organisational requirements

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Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE
This section describes the skills and knowledge required for this unit.

Required skills
- communication skills to gather information and communicate with cultural sensitivity   - culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities   - literacy skills to read and interpret information from a variety of sources   - numeracy and financial skills to determine budgets and financial viability of international marketing activities   - research, information management and evaluation skills to determine viable international business opportunities through careful analysis of market and risk factors   - technology skills to use a range of office equipment and software when conducting electronic commerce.

Required knowledge
- Australian E-commerce Best Practice Model   - Australian Government Policy Framework for Consumer Protection in Electronic Commerce   - Australian Standards and international standards, including: - environmental standards   - human rights   - labour relations   - packaging   - risk management   - cross-cultural communication and negotiation styles relevant to the country/ies where international marketing activities take place   - global and country specific economic, social and industry directions, trends, practices and techniques   - key provisions of relevant legislation from all forms of government, codes of practice and national standards that may affect aspects of business operations within Australia and internationally, such as: - anti-discrimination legislation   - consumer laws   - ethical principles   - extra-territoriality provisions of the Trade Practices Act   - foreign investment limits   - labour laws

REQUIRED SKILLS AND KNOWLEDGE

- legal aspects of bilateral and multi-lateral trade agreements
- privacy laws
- taxation laws
- World Trade Organization (WTO) dispute resolution system
- Organisation for Economic Co-operation and Development (OECD) International Guidelines for Consumer Protection in the Context of Electronic Commerce
- organisational business and marketing plans, products and services
- software applications used in conducting international electronic commerce.

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Evidence Guide

EVIDENCE GUIDE	
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.	
Overview of assessment	

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential:
	 • documenting and presenting:
	   • international marketing objectives
	   • selected marketing approach
	   • creation of an operational structure
	 • effectively managing international marketing activities
	 • monitoring and evaluating international marketing performance, and making any necessary adjustments as required
	 • formulating suggestions on how marketing activities could be affected in the future.

Context of and specific resources for assessment	Assessment must ensure: • access to office equipment and resources • access to organisational strategic and marketing plans, and other relevant documents.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • analysis of responses to case studies and scenarios • assessment of written reports • demonstration of performance management, financial risk or other management techniques • 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 • oral or written questioning to assess knowledge and understanding • review of authenticated documents from the workplace or training environment • review of testimony from team members, colleagues, supervisors or managers.

EVIDENCE GUIDE	
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • BSBMKG603B Manage the marketing process • BSBMKG605B Evaluate international marketing opportunities • other marketing units • management 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.	
International grouping may include:	• cultural groupings • geographical groupings • online virtual communities • political groupings • trade groupings
Risk management strategy may include:	• risk analysis • risk assessment and prioritisation • risk identification • risk maintenance • risk treatment and controls • risk evaluation • risk monitoring • monitoring risks • making adjustments to risk treatments and controls

Marketing approaches may include:	• customised
	• global
	• online
	• product or promotion adaptation
	• product or promotion standardisation
	• segmentation by criteria which are:
	  • behaviouristic
	  • demographic
	  • end use
	  • geographic
	  • operational
	  • psychographic

Operational marketing structure may include:	• export operation • global organisation • joint venture • licensing • multi-national organisation

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RANGE STATEMENT	
	• online business operation • overseas branch • strategic alliance • subsidiary company
Strengths and weaknesses may include:	• accessibility • distribution channels • financial factors • manufacturing capability • market capability • potential profit factors • research capability • resource commitment • risk control

Marketing mix may include:	• distribution
	• level of service
	• pricing
	• product or service variables such as:
	    • design
	    • quality
	    • range
	    • safety features
	    • technical features
	• promotion

Unit Sector(s)

Unit sector	

Competency field

Competency field	Business Development - Marketing

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Co-requisite units

Co-requisite units		