



Australian Government

BSBMKG415 Research international markets

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes skills and knowledge required to undertake market research to select international markets to pursue.

It applies to individuals working with minimal supervision but with support and assistance of a more senior person within the organisation.

The activities focus on the target market and 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.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Collect information about target markets	1.1 Identify target markets to research as new international markets from brief or manager 1.2 Confirm information requirements for market research 1.3 Seek assistance as required, with sourcing and accessing required information 1.4 Identify and access sources of required information

ELEMENT	PERFORMANCE CRITERIA
2. Investigate trends in target markets	2.1 Collate required information from information sources 2.2 Apply statistical analysis tools to information to identify trends 2.3 Seek assistance as required, with analysing required information 2.4 Investigate causal influences 2.5 Document and report identified trends and causal influences to relevant personnel within organisation
3. Utilise data in decision-making	3.1 Base decision-making on available data 3.2 Check consistency of decision-making against data, and document rationale for decision-making on markets to pursue 3.3 Document and report recommendations to relevant personnel within organisation

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.4, 2.1, 2.2, 3.1, 3.2	Interprets textual information obtained from a range of sources and determines how content may be applied to organisational requirements
Writing	1.2, 1.3, 2.1, 2.5, 3.2, 3.3	Integrates information from a number of sources to develop material that supports purposes and format of documentation using suitable grammatical structure and clear, logical language
Oral Communication	1.1-1.3, 2.3, 2.5, 3.3	- Participates in a variety of spoken exchanges using suitable language and non-verbal features - Uses active listening and questioning techniques to confirm requirements and understanding
Numeracy	2.2, 2.5	Collates and interprets numeric information and analyses trend data relevant to marketing activities
Interact with others	1.3, 2.3, 2.5, 3.3	- Selects appropriate form, channel and mode of communication for a specific purpose relevant to own role - Seeks assistance and guidance from others as required

Get the work done	1.1, 1.2, 1.4, 2.2, 2.4, 3.1, 3.2	• Takes responsibility for planning, organising, confirming and completing tasks to achieve required outcomes • Takes responsibility for outcomes of routine decisions related directly to own role • Evaluates effectiveness of decisions in terms of how well they meet stated goals • Initiates standard procedures when responding to familiar problems within immediate context • Uses digital tools to complete tasks
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG415 Research international markets	BSBMKG415A Research international markets	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBMKG415 Research international markets

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Performance Evidence

Evidence of the ability to:

- identify and document trends in target market
- apply statistical analysis to validate trends
- document decision-making processes based on available data.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- discuss cultural aspects relevant to international markets researched
- compare and contrast market research techniques and tools
- outline required formats for reporting research outcomes
- identify and list external and internal information sources related to international markets.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – marketing field of work and include access to:

- office equipment and resources
- relevant workplace documentation
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

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