



Australian Government

BSBMKG416 Market goods and services internationally

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 the skills and knowledge required to market goods and services internationally in line with the organisation's marketing plan and marketing strategy for a specified international target market.

It 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.

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. Select appropriate marketing activities	1.1 Access marketing plan and marketing strategy for specific international target market 1.2 Seek clarification as required, to interpret marketing plan and marketing strategy 1.3 Develop a potential range of marketing activities 1.4 Select activities based on cultural and social appropriateness, cost, viability and suitability, according to market research undertaken 1.5 Seek and obtain assistance as required, to select appropriate

ELEMENT	PERFORMANCE CRITERIA
	marketing activities 1.6 Document selected marketing activities with costs and rationale for selection and obtain approval for implementation
2. Implement international marketing activities	2.1 Prioritise marketing activities and obtain resources for their implementation 2.2 Brief others involved in marketing effort on their roles and responsibilities as members of a self-managed team to ensure 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 legal, ethical and safety requirements, and cultural considerations
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 processes to gather customer reaction to all aspects of marketing mix to improve targeting and outcomes 3.5 Conduct ongoing research into customer and business requirements to identify opportunities for change and improvement, and their timing 3.6 Analyse changes in market phenomena for new business opportunities

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, 2.3-2.5, 3.1, 3.2, 3.5, 3.6	Interprets textual information obtained from a range of sources and determines how content may be applied to organisational requirements
Writing	1.2, 1.3, 1.6, 2.2	- Communicates with others using clear and detailed language to request specific information and brief relevant personnel - 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	1.2, 1.5, 2.2, 3.3	- Participates in a variety of spoken exchanges using suitable words and non-verbal features - Uses active listening and questioning to confirm requirements and understanding
Numeracy	1.4, 1.6, 2.3, 2.4, 3.1, 3.2	Collates and interprets numeric information to analyse trend data, targets and resource requirements
Navigate the world of work	2.5	- Takes personal responsibility for adherence to legal and regulatory responsibilities relevant in own work context - Recognises and follows explicit and implicit protocols and meets expectations associated with own role
Interact with others	1.2, 1.5, 2.2, 2.4, 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, 1.3, 1.4, 2.1, 2.3, 2.4, 3.1, 3.4-3.6	- Develops plans to manage tasks with an awareness of how they may contribute to longer-term operational and strategic goals - Takes responsibility for outcomes of routine decisions related directly to own role - Recognises and takes responsibility for addressing predictable and some less predictable problems in familiar work contexts - Evaluates outcomes of decisions to identify opportunities for improvement

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
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Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG416 Market goods and services internationally	BSBMKG416A Market goods and services internationally	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>