



Australian Government

Assessment Requirements for BSBMKG432 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 7.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- research at least three different international markets.

In the course of the above, the candidate must:

- identify and document trends in target market according to task requirements
- apply statistical analysis to identify trends
- develop recommendations from research according to task requirements
- document and communicate recommendations to relevant personnel according to task requirements and organisational policies and procedures.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- cultural aspects relevant to research of international markets
- market research techniques and tools, including statistical analysis
- formats for reporting research outcomes
- external and internal information sources related to international markets.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- workplace documentation for market research.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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