



Australian Government

BSBMKG432 Research international markets

Release: 1

BSBMKG432 Research international markets

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

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

The unit 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 involve 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

Technical Skills – 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. Prepare to research	1.1 Identify international market to research from brief or manager 1.2 Identify and confirm research objectives and information requirements from brief or with manager 1.3 Identify and access sources of information relevant to international market research
2. Perform research	2.1 Analyse information sources according to task requirements 2.2 Apply statistical analysis tools to information to identify trends 2.3 Analyse factors that influence trends 2.4 Document and report identified trends and factors that influence

ELEMENT	PERFORMANCE CRITERIA
	trends to relevant personnel
3. Finalise research	3.1 Develop marketing recommendations from research according to task requirements and document according to organisational policies and procedures 3.2 Communicate marketing recommendations to relevant personnel and identify any changes required 3.3 Implement changes identified to the marketing recommendations

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	Interprets textual information obtained from a range of sources and determines how content may be applied to organisational requirements
Writing	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	- 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	Collates and interprets numeric information and analyses trend data relevant to marketing activities
Self-management	Seeks assistance and guidance from others, as required
Planning and organising	- Takes responsibility for planning, organising, confirming and completing tasks to achieve required outcomes - Evaluates effectiveness of decisions in terms of how well they meet stated goals - Initiates standard procedures when responding to familiar problems within immediate context
Technology	Uses digital tools to complete tasks

Unit Mapping Information

Supersedes and is equivalent to BSBMKG415 Research international markets.

Supersedes but is not equivalent to:

- BSBINT301 Apply knowledge of the international trade environment to complete work
- BSBINT401 Research international business opportunities
- BSBINT409 Plan for international trade.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for BSBMKG432 Research international markets

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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

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