



Australian Government

BSBMKG513 Promote products and services to 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 the skills and knowledge required to promote products and/or services of the business within specified international markets.

It applies to individuals with managerial responsibility including planning, coordinating, reviewing and reporting on promotional activities. Management of promotional activities may involve geographic separation from these activities.

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. Plan promotional activities	1.1 Access marketing plan for international business activity to inform planning of promotional activities 1.2 Access relevant information sources to support planning of promotional activities 1.3 Identify and assess promotional activities to ensure cultural appropriateness and compatibility with organisational requirements 1.4 Plan and schedule promotional activities according to marketing needs of the organisation 1.5 Determine overall promotional objectives in consultation with

ELEMENT	PERFORMANCE CRITERIA
	designated individuals and groups both in international and domestic settings 1.6 Ensure timelines and costs for promotion of activities are realistic and consistent with budget resources 1.7 Develop action plans to provide details of products and/or services being promoted
2. Coordinate promotional activities	2.1 Identify and prepare personnel and resources to support promotional activities, both in international and domestic settings, to facilitate achievement of promotional goals 2.2 Identify, agree on and allocate roles and responsibilities of overseas and domestic personnel for delivery of promotional activities 2.3 Establish and conduct relationships with targeted groups in overseas settings in a manner which enhances the positive image of the organisation 2.4 Supervise and support roles and responsibilities of overseas personnel involved in promotional activities 2.5 Use international business networks to assist in implementing promotional activities
3. Review and report on promotional activities	3.1 Analyse audience feedback and data to determine impact of promotional activity on delivery of products and/or services 3.2 Assess effectiveness of planning processes to identify possible improvements for future international promotional activities 3.3 Collect and provide feedback to personnel and agencies involved in promotional activity both in international and domestic settings 3.4 Analyse costs and timelines to evaluate benefits accruing from internationally based promotional activities 3.5 Prepare conclusions and recommendations from verifiable evidence and provide constructive advice on future directions for internationally based promotional activities

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, 1.6, 3.1, 3.4	Identifies, analyses and evaluates complex textual information including audience feedback to determine business achievements
Writing	1.4, 1.7, 3.3, 3.5	Produces action plans, complex reports and other documentation using clear, accurate and relevant language and appropriate grammatical structure
Oral Communication	1.5, 2.1-2.5, 3.1, 3.3, 3.5	- Articulates ideas and recommendations clearly using language and technical references suitable to audience - Uses active listening and questioning to confirm understanding
Numeracy	1.6, 3.4	Uses mathematical formulas to interpret expenditure and business timelines
Navigate the world of work	1.1, 1.3, 1.4	Monitors adherence to organisational policies and objectives and considers own role in terms of its contribution to broader goals of the work environment
Interact with others	2.1, 2.3-2.5, 3.3, 3.5	- Begins to cultivate relationships with people with the knowledge, skills and influence to get things done or provide support, building formal and informal networks within and beyond immediate work context - Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how
Get the work done	1.1-1.7, 2.1, 2.2, 3.1, 3.2, 3.4	- Develops plans and uses effective time management and organisational skills to complete tasks with an awareness of how they may contribute to longer-term operational and strategic goals - In more complex, non-routine situations, uses formal decision-making processes, setting or clarifying goals, gathering information and identifying and evaluating several choices against a limited set of criteria - When dealing with complex issues identifies cause of the problem, and uses analytical processes to generate possible solutions - Monitors outcomes, considering results from a range of perspectives and identifying key concepts and principles that may be adaptable to future situations

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG513 Promote products and services to international markets	BSBMKG513A Promote products and services to 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 BSBMKG513 Promote products and services to international markets

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Performance Evidence

Evidence of the ability to:

- plan, coordinate and review promotional activities undertaken in an international context
- produce a report detailing activities and recommendations to inform and guide future promotional work.

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:

- identify available overseas media
- summarise cultural characteristics of groups within target market
- list relevant international business networks
- outline marketing strategies and promotional activities suitable for 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
- feedback on activity from overseas personnel/clients
- case studies and, where possible, real situations
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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