



Australian Government

BSBMKG516 Profile 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 select and confirm an appropriate international market.

It applies to individuals who possess a sound theoretical knowledge base in international business management, and demonstrate a range of managerial skills to ensure international business activities are conducted effectively.

In this role, individuals work in a supervisory capacity leading teams that choose appropriate international market/s by identifying a target market, profiling that market and developing a positioning strategy.

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 potential international markets for further investigation	1.1 Determine readiness to market products or services internationally 1.2 List potential international markets for further investigation 1.3 Identify information sources to inform process for selection of international markets 1.4 Determine and document criteria to determine suitability of international markets for product or service 1.5 Access and use information sources to determine suitability of

ELEMENT	PERFORMANCE CRITERIA
	international markets for product or service to be marketed 1.6 Select international markets for profiling
2. Identify target market	2.1 Evaluate and choose approaches for determining and describing total market within selected countries, for a product or service 2.2 Define target market for a product or service in terms of prospective users/consumers, selected market segment/s, and cultural appropriateness of product or service 2.3 Use segment descriptors to describe target market 2.4 Identify available marketing strategic options and select targeting strategy that best meets requirements of the marketing plan 2.5 Check cultural appropriateness of chosen targeting strategy using available information sources
3. Profile target audience	3.1 Describe total and selected market and selected market segment/s as a consumer profile 3.2 Ensure consumer profile identifies consumer characteristics in standard statistical terms and/or descriptive terms used in media selection 3.3 Use demographic data and/or psychographic descriptions in consumer profile in accordance with requirements of the marketing plan 3.4 Ensure profile meets organisational requirements for language, format, content and level of detail
4. Develop positioning strategy	4.1 Identify available positioning strategies and choose a strategy to meet marketing requirements and consumer profile, including culture of profiled groups 4.2 Check cultural appropriateness of chosen positioning strategies using available information sources 4.3 Write a positioning implementation plan in accordance with organisational requirements

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, 1.3, 1.5, 2.4, 2.5, 3.3, 3.4, 4.1-4.3	Identifies and analyses complex text to determine business requirements and possibilities
Writing	1.2, 1.4, 1.6, 2.3, 3.1, 3.2, 3.4, 4.3	Uses clear, accurate and relevant language to organise and record information and complete workplace documentation
Oral Communication	1.5, 2.5	- Participates in verbal exchanges using appropriate language and features - Elicits views and opinions of others using active listening and questioning
Numeracy	3.2-3.4	Analyses complex numerical data and makes conclusions using standard statistical terminology
Navigate the world of work	3.4, 4.3	Adheres to organisational policies and objectives and considers own role for its contribution to broader goals of work environment
Get the work done	1.1, 1.3-1.6, 2.1, 2.2, 2.4, 2.5, 3.3, 4.1, 4.2	- Develops plans and uses effective organisational skills to complete tasks with awareness of how they may contribute to longer-term operational and strategic goals - Uses formal decision-making processes, setting or clarifying goals, gathering information and identifying and evaluating several choices against set of criteria - Uses digital tools to conduct and record market profiling activities

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG516 Profile international markets	BSBMKG516B Profile 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 BSBMKG516 Profile international markets

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Performance Evidence

Evidence of the ability to:

- complete international market profiling based on established criteria, specific targeting and positioning strategies
- produce targeting and positioning strategies accounting for cultural differences.

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:

- summarise cultural aspects relevant to international markets profiled
- explain market profiling techniques and related software programs
- outline organisational requirements for presentation of completed profile
- summarise relevant legislation, codes of practice and national standards affecting marketing operations
- identify sources of external and internal information on 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:

- examples of completed profiles
- office equipment and resources
- relevant legislation, regulations, standards and codes
- organisational and marketing strategic plans
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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