



Australian Government

BSBMKG517 Analyse consumer behaviour for specific international markets

Release: 1

BSBMKG517 Analyse consumer behaviour for specific international markets

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 examine consumer behaviour for unique international markets.

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 confirm the target market, assess current level of consumer interest and develop and document recommended marketing strategies.

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. Confirm target market	1.1 Identify market or market segment for a product or service in accordance with the marketing plan 1.2 Identify aspects of culture that may impact international marketing of products or services within target market 1.3 Identify consumer attributes for market or market segment from market profile 1.4 Identify features of products or services in accordance with marketing plan

ELEMENT	PERFORMANCE CRITERIA
2. Assess current level of consumer interest	2.1 Investigate consumer need for products or services through analysis of trends and past performance of products and services both within Australia and within relevant international settings 2.2 Review past marketing, including plans, strategies and campaigns or positioning of products or services for effectiveness of focus of appeal; both within Australia and within relevant international settings 2.3 Assess individual, social and cultural influences on consumer behaviour and estimate their impact for products or services 2.4 Assess lifestyle influences on consumer behaviour and estimate their impact for products or services 2.5 Assess organisational behaviour in relation to products or services in accordance with the marketing plan
3. Recommend marketing strategies	3.1 Ensure marketing strategies address innate and acquired needs of consumers, and appeal to motives that influence decision-making 3.2 Present a rationale for focus of appeal, and outline how influences on consumer behaviour and cultural considerations will be used to target effective marketing strategies 3.3 Ensure focus of appeal meets legal and ethical obligations, and budgetary requirements of the marketing plan, and check for cultural appropriateness

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, 1.4, 2.1-2.5, 3.1, 3.3	Identifies and analyses complex texts to assess consumer behaviour and determine legislative requirements
Writing	3.2	Produces comprehensive rationale using language and structure appropriate to context and audience
Oral Communication	3.2	Presents information using language and features appropriate to the context and audience

Numeracy	2.1, 3.3	- Interprets trends to inform understanding of consumer needs - Performs calculations to ensure plans meet budgetary requirements
Navigate the world of work	3.3	- Adheres to organisational objectives, policies and legislative requirements - Considers own role in terms of its contribution to broader goals of work environment
Interact with others	3.2	Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what and how to communicate
Get the work done	1.1-1.4, 2.1-2.5	- Uses effective organisational skills to complete tasks with an awareness of how they may contribute to longer-term operational and strategic goals - Uses analytical processes to gather and assess information required to decide on most appropriate marketing strategies - Uses digital tools to gather and analyse data about consumer behaviour

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG517 Analyse consumer behaviour for specific international markets	BSBMKG517A Analyse consumer behaviour for specific 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 BSBMKG517 Analyse consumer behaviour for specific international markets

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Performance Evidence

Evidence of the ability to:

- document process used to:
 - confirm target market
 - confirm current level of consumer interest
 - recommend marketing strategies
 - consider cultural aspects relevant to profiled market.

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:

- discuss cultural aspects relevant to international markets profiled
- summarise market analysis techniques
- describe organisational requirements for presentation of completed profile
- outline key provisions of 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:

- office equipment and resources
- relevant legislation, regulations, standards and codes
- examples of plans, strategies and campaigns

- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

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