



Australian Government

BSBMKG549 Profile and analyse consumer behaviour for international markets

Release: 1

BSBMKG549 Profile and analyse consumer behaviour for 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 the skills and knowledge required to profile and analyse consumer behaviours for a range of international markets.

The unit applies to individuals who have managerial responsibility for selecting and confirming appropriate international markets by identifying target markets, analysing customer behaviour and recommending strategies.

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 profile	1.1 Identify task objectives and international target markets 1.2 Review past marketing plans, strategies, campaigns and positioning of products and services, where possible 1.3 Identify and select targeting strategy according to task and organisational requirements 1.4 Develop consumer profile for the selected market 1.5 Develop positioning strategy
2. Analyse consumer behaviours	2.1 Research consumer behaviours for target international markets 2.2 Analyse consumer needs and interest in target international markets

ELEMENT	PERFORMANCE CRITERIA
	2.3 Assess individual, social, cultural, lifestyle influences on consumer behaviour
3. Develop and recommend strategies	3.1 Determine strategies for profiling and analysing consumer behaviours 3.2 Seek areas for improvement to developed strategy in consultation with relevant personnel 3.3 Present strategy to relevant stakeholders for feedback according to task requirements

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
Numeracy	- Interprets trends to inform understanding of consumer needs - Performs calculations to ensure plans meet budgetary requirements
Oral communication	Presents information using language and features appropriate to the context and audience
Reading	Identifies and analyses complex texts to assess consumer behaviour and determine legislative requirements
Writing	Produces comprehensive rationale using language and structure appropriate to context and audience
Self-management	- Adheres to organisational objectives, policies and requirements - Considers own role in terms of its contribution to broader goals of work environment
Planning and organising	- 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 access information required to decide on most appropriate marketing strategies
Technology	Uses digital tools to gather and analyse data about consumer behaviours

Unit Mapping Information

No equivalent unit. Supersedes but is not equivalent to:

- BSBMKG516 Profile international markets
- BSBMKG517 Analyse consumer behaviour for specific international markets.

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 BSBMKG549 Profile and analyse consumer behaviour for 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:

- profile and analyse consumer behaviour for at least two international markets according to organisational objectives.

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 international markets profiled
- consumer profile content including consumer characteristics in standard statistical terms
- market profiling techniques and related software programs
- influence on consumer behaviour, including:
 - individual
 - social
 - cultural
 - lifestyle
- key provisions of relevant legislation affecting consumer behaviours for products and services including:
 - Trade Practices Act
 - World Trade Organisation
 - Privacy Act
- sources of information on international markets
- segment descriptors to define international target 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:

- legislation, regulations, standards for markets for international markets
- examples of plans, strategies and campaigns.

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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