



Australian Government

Assessment Requirements for BSBMKG550

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 7.0.

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:

- promote at least two products and services to international markets.

In the course of the above, the candidate must:

- research, prepare and document culturally appropriate promotional activities
- manage resources
- monitor and address issues in promotion according to marketing objectives and organisational policy
- review and analyse promotional activity
- develop recommendations to improve internationally based promotional activities.

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:

- key provisions of legislation, codes of practice and standards affecting international market promotion opportunities
- promotional activities relevant to international markets
- key features of target international market including:
 - cultural social, economic, political factors affecting marketing opportunity
 - media channels available
 - legislative requirements
- strategies for building and maintaining client relationships
- national, bilateral or regional trade agreements
- World Trade Organisation rules
- marketing concepts, principles and strategies
- evaluation principles and strategies.

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 and resources relevant to performance evidence
- organisational policies for promoting products and services to international markets
- legislation applicable to promotion of products and services for international markets.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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