



Australian Government

BSBMKG550 Promote products and services to international markets

Release: 1

BSBMKG550 Promote products and services to 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 promote products and services to international markets in line with the organisational marketing plan and strategy for a specified target market.

The unit applies to individuals who have a managerial-level responsibility for promoting products and services to international markets. This includes planning, coordinating and reviewing of promotional activities. These individuals use well-developed problem-solving skills to create solutions to unpredictable problems through analysis and evaluation of information from a variety of sources.

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. Plan promotion	1.1 Identify and confirm task objectives and requirements, budget timeline, and target market with relevant stakeholders 1.2 Access relevant information for assistance in planning 1.3 Develop a potential range of promotional activities for international target market according to regulatory and organisational guidelines, international requirements and promotional plans 1.4 Select activities according to task requirements

ELEMENT	PERFORMANCE CRITERIA
	1.5 Document selected promotional activities for approval for implementation
2. Coordinate promotion	2.1 Identify and prepare personnel and resources for implementation of promotional activity 2.2 Implement marketing activity according to legal, regulatory and organisational requirements 2.3 Assign responsibilities for ongoing evaluation of promotional activity 2.4 Monitor and address variations between expected and actual performance of promotion according to marketing objectives and organisational policy
3. Review promotion	3.1 Gather feedback on marketing mix for improvements in target and outcomes 3.2 Analyse promotional outcomes against costs and timelines 3.3 Identify process improvements for future international marketing opportunities 3.4 Prepare recommendations for future direction of internationally based promotional activities

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	Collates and interprets numeric information to analyse trend data, targets and resource requirements
Reading	Interprets textual information obtained from a range of sources and determines how content may be applied to organisational requirement
Writing	- Communicates with others using clear and detailed language to request specific information and brief relevant personnel - Integrates information from a number of sources to develop material that supports purposes and format of documentation using suitable grammatical structure and clear, logical language
Self-management	- Takes personal responsibility for adherence to legal and regulatory responsibilities relevant in own work context - Identifies and follows explicit and implicit protocols and meets expectations associated with own role - Identifies and takes responsibility for addressing predictable and

Skill	Description
	some less predictable problems in familiar work contexts
Planning and organising	• Develops plans to manage tasks with an awareness of how they may contribute to longer-term operational and strategic goals
Technology	• Uses a range of digital applications to access data, extract, organise, and integrate relevant information

Unit Mapping Information

Supersedes and is equivalent to BSBMKG513 Promote products and services to international markets.

Supersedes but is not equivalent to BSBMKG416 Market goods and services internationally.

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 BSBMKG550 Promote products and services to 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:

- 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

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