



Australian Government

BSBMKG606 Manage international marketing programs

Release: 1

BSBMKG606 Manage international marketing programs

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 formulate, assess, strategically manage, evaluate and improve international marketing programs.

It applies to experienced individuals who are required to manage a team and are responsible for evaluating international marketing opportunities, setting marketing objectives and determining approach and operational structure for an organisation marketing internationally.

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. Formulate international marketing objectives	1.1 Select viable international marketing opportunities and develop objectives consistent with the organisation's capabilities and resources 1.2 Identify measurable international marketing objectives consistent with organisation's strategic direction, and identify nature and extent of goals for international market 1.3 Formulate strategic objectives and related key performance indicators by product, service, country or international grouping, and overall 1.4 Develop a risk management strategy to manage contingencies, and ensure marketing objectives are met in accordance with

ELEMENT	PERFORMANCE CRITERIA
	overall organisational requirements
2. Determine international marketing approach	2.1 Research international marketing opportunities and determine global or customised approaches for promotion of products or services 2.2 Evaluate options for choice of marketing approaches 2.3 Select a marketing approach to meet marketing objectives, international market conditions and consumer preferences
3. Determine operational structures	3.1 Evaluate business culture and consumer preferences, and identify compatible marketing structures 3.2 Identify options for operational marketing structure and rank them for strengths and weaknesses in servicing international markets 3.3 Choose operational structure that best fits international market and product or service
4. Manage international marketing performance	4.1 Communicate international marketing objectives across the organisation to suit culture, customs, levels of knowledge, experience and needs of personnel 4.2 Identify and agree roles, responsibilities and accountabilities of staff and contractors involved in all elements of marketing effort 4.3 Develop communication strategy to ensure personnel responsible for each element of marketing mix work together to meet organisation's marketing objectives 4.4 Manage marketing effort to ensure it is directed towards areas of greatest potential for the organisation 4.5 Manage integration of marketing, promotional and any sales activities in accordance with international marketing objectives
5. Evaluate and improve international marketing performance	5.1 Monitor product, pricing and distribution policies in relation to market changes, objectives of marketing plan and organisational requirements 5.2 Monitor overall marketing progress against performance targets to ensure activity, quality, cost, and time requirements are met 5.3 Analyse, review and revise marketing outcomes and objectives 5.4 Analyse successes and performance gaps as to cause and effect, and use to improve international marketing performance 5.5 Analyse changes in market phenomena, and identify and document their potential impact on international marketing

ELEMENT	PERFORMANCE CRITERIA
	objectives 5.6 Document review of marketing performance against key performance indicators 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	1.2, 2.1, 2.2, 3.1, 5.3-5.5	Researches, analyses and consolidates a range of complex textual information from a variety of sources to identify key details and determine relevance to strategic organisational requirements
Writing	1.3, 1.4, 4.1, 4.3, 5.3, 5.6	- Uses clear and accurate language and structures information logically to convey priorities and critical strategic information - Prepares a range of reports using appropriate format, terminology and conventions specific to purpose and audience
Oral Communication	4.1	- Clearly and effectively conveys and elicits information in verbal exchanges - Uses active listening and questioning skills to clarify understanding
Numeracy	5.2	Performs calculations and uses mathematical problem-solving techniques to analyse numerical and financial data
Navigate the world of work	1.2, 1.4, 4.5, 5.1, 5.6	Monitors adherence to organisational policies and objectives and considers own role for its contribution to broader goals of work environment
Interact with others	4.1, 4.3	- Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how - Fosters a collaborative culture within own sphere of influence, facilitating a sense of commitment and cohesion, and highlighting and using the strengths of all involved

Get the work done	1.1-1.3, 2.1-2.3, 3.1-3.3, 4.2-4.4, 5.1-5.5	• Uses logical planning processes, and an increasingly intuitive understanding of context, to identify relevant information and risks, and to identify and evaluate alternative strategies and resources • Makes a range of critical and non-critical decisions in relatively complex situations, taking a range of factors and constraints into account • Recognises potential of new approaches to enhance work practices and outcomes
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG606 Manage international marketing programs	BSBMKG606B Manage international marketing programs	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 BSBMKG606 Manage international marketing programs

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Performance Evidence

Evidence of the ability to:

- document and present
 - international marketing objectives
 - selected marketing approach
 - creation of operational structure
- effectively manage international marketing activities
- monitor and evaluate international marketing performance, and make any necessary adjustments as required
- formulate suggestions on how marketing activities could be affected in future.

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:

- outline relevant Australian and international standards, models policies and guidelines, including those covering:
 - environmental matters
 - human rights
 - labour relations
 - packaging
 - risk management
 - electronic commerce
- identify and explain key provisions of relevant legislation and codes of practice affecting aspects of marketing operations
- explain the role of the Organisation for Economic Co-operation and Development (OECD)

- identify and describe key features of the country or countries being considered for market entry or penetration, including:
 - cross-cultural communication and negotiation styles
 - global and country specific economic, social and industry directions, trends, practices and techniques.

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
- organisational strategic and marketing plans, and other relevant documents.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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