



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG516A Profile international markets

Release: 1

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Modification History

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to select and confirm an appropriate international market.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

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Application of the Unit

This unit applies to individuals with managerial responsibility for selecting and confirming appropriate international market/s by identifying the target market, profiling the target market and developing a positioning strategy.

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Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Employability Skills Information

This unit contains employability skills.

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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Select potential international markets for further investigation	1.1 Determine readiness to market products or services internationally 1.2 List potential international markets for further investigation 1.3 Identify information sources to inform process for selection of international markets 1.4 Determine and document criteria to determine suitability of international markets for product or service 1.5 Access and use information sources to determine suitability of international markets for product or service to be marketed 1.6 Select international markets for profiling
2 Identify the target market	2.1 Evaluate and choose approaches to determining and describing the total market within selected countries for a product or service 2.2 Define the target market for a product or service in terms of prospective users/consumers, the selected market segment/s and cultural appropriateness of the product or service 2.3 Use segment descriptors to describe the target

market

- 2.4 Identify available marketing strategic options and select the **targeting strategy** that best meets the requirements of the marketing plan
 - 2.5 Check the cultural appropriateness of the chosen targeting strategy using available information sources
 - 3 Profile the target audience
 - 3.1 Describe the total and selected market and the selected market segment/s in the form of a consumer profile
 - 3.2 Ensure the consumer profile identifies consumer characteristics in standard **statistical terms** and/or the descriptive terms used in media selection
 - 3.3 Use **demographic data** and/or **psychographic descriptions** in the consumer profile in accordance with the requirements of the marketing plan
 - 3.4 Ensure the profile meets organisational requirements in terms of language, format, content and level of detail
 - 4 Develop a positioning strategy
 - 4.1 Identify available **positioning strategies** are and choose a strategy to meet **marketing requirements** and the consumer profile including the culture of profiled groups
 - 4.2 Check cultural appropriateness of chosen positioning strategies using available information sources
 - 4.3 Write a positioning implementation plan in accordance with organisational requirements

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

analytical skills to profile international markets, audiences and segments

culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities

evaluation and assessment skills to investigate international business opportunities

literacy skills to write reports with complex ideas and concepts

research and information-gathering skills to obtain information about prospective international markets, audiences and segments

technology skills to use a range of software to conduct market profiling activities.

Required knowledge

cultural aspects relevant to international markets profiled

market profiling techniques and related software programs

organisational requirements for presentation of completed profile

identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:

occupational health and safety

Privacy Act

Trade Practices Act

World Trade Organisation determinations

sources of external and internal information on international markets.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

completed profiles where candidate has documented potential international markets based on established criteria, targeting strategy, profile of international markets, positioning strategies, and checks for cultural appropriateness of products

targeting strategy and positioning strategies which account for cultural differences

knowledge of cultural aspects relevant to international markets profiled.

Context of and specific resources for assessment

Assessment must ensure:

access to an actual workplace or simulated environment

access to evidence of completed profiles

access to relevant sources of information to develop profiles.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate

review of consumer profiles

analysis of responses to case studies and scenarios

observation of demonstrated international market profiling, targeting and segmentation techniques

observation of presentations on international

marketing profiles developed

oral or written questioning to assess
knowledge of international markets

assessment of positioning implementation
plan.

Guidance information for assessment

Holistic assessment with other units relevant
to the industry sector, workplace and job role
is recommended, for example:

BSBMKG517A Analyse consumer
behaviour for specific international markets.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Determining readiness may include analysing:

available financial resources of own organisation
economic conditions within potential international markets
existing competitors
international standards for product or service
knowledge of international laws, conventions and culture
links to and networks within international markets
organisation's experience and capability to market internationally
production capacity and ability to expand capacity as required
research capability

Information sources may include:

advice from:
academics
chambers of commerce
colleagues who are residents or former residents of chosen countries
industry associations
other private agencies specialising in international trade
professional advisors
senior colleagues
technical experts
training providers

Criteria may include:

government agencies such as Austrade and state/territory government departments
professional libraries
reference material (paper-based and internet) within organisation
trade journals
training providers
capabilities, interests and preferences of own organisation
economic considerations such as:
economic wealth within selected countries
anticipated cost to provide service or product

Approaches may include:

existing competitors operating within selected country/countries
history of product or service provision within selected country/countries
relevant international regulations and taxes/duties the product or service would attract
trade routes and modes of transport available to destination countries

Consumers may include:

identifying consumers with relevant needs
identifying current users of the product or service
identifying people with related characteristics

Targeting strategy may include:

businesses
government agencies
households
individuals
concentrated, differentiated and mass strategies
differentiation and segmentation
ease of entry
growth considerations

	market share
	niche markets
	price sensitivity
	purchasing power
	sales volume
Statistical terms may include:	categories used by the Australian Bureau of Statistics in collecting and reporting census data
Demographic data may include:	age
	children
	education
	first language
	gender
	geographic location within country
	income
	marital status
	nationality
	occupation
Psychographic descriptions may include:	activities
	interests
	lifestyle
	opinions
	values and attitudes
Positioning strategies may include:	competitive positioning
	conspicuous positioning
	image perceptions
	market follower positions
	market leader positions
	me-too positioning
	prestige and exclusive positioning
	repositioning
	service positioning
	value positioning

Marketing requirements may include:

business-to-business marketing
direct marketing
ideas marketing
marketing of goods
public sector marketing
services marketing
telemarketing

Unit Sector(s)

empty
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Competency field

Business Development - Marketing
Business Development - Marketing