



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG517A Analyse consumer behaviour for specific international markets

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to analyse consumer behaviour for specific international markets. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to individuals with managerial responsibility for confirming the target market, assessing the current level of consumer interest, and developing and documenting recommended marketing strategies.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	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

ELEMENT	PERFORMANCE CRITERIA
1. Confirm the target market	1.1. Identify the market or market segment for a product or service in accordance with the marketing plan 1.2. Identify aspects of culture that may have an impact on international marketing of products or services within target market 1.3. Identify consumer attributes for the market or market segment from the market profile 1.4. Identify features of the products or services in accordance with the marketing plan
2. Assess current level of consumer interest	2.1. Investigate consumer need for the products or services through analysis of trends and past performance of products and services both within Australia and within relevant international settings 2.2. Review past marketing, including plans, strategies and campaigns or positioning of products or services in relation to the effectiveness of its focus of appeal both within Australia and within relevant international settings 2.3. Assess individual, social and cultural influences on consumer behaviour and estimate their impact for products or services 2.4. Assess lifestyle influences on consumer behaviour and estimate their impact for products or services 2.5. Assess organisational behaviour in relation to products or services in accordance with the marketing plan
3. Recommend marketing strategies	3.1. Ensure marketing strategies address innate and acquired needs of consumers and appeal to the motives that influence decision making 3.2. Present a rationale for the focus of appeal and outline how influences on consumer behaviour and cultural considerations will be used to target effective marketing strategies 3.3. Ensure the focus of appeal meets the legal and ethical obligations and the budgetary requirements of the marketing plan, and check for cultural appropriateness

Required Skills and Knowledge

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 analyse consumer behaviour
- 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 wide range of software.

Required knowledge

- cultural aspects relevant to international markets profiled
- market analysis techniques
- 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
 - Trade Practices Act
 - World Trade Organisation determinations
- software tools to analyse consumer behaviour
- sources of external and internal information on international markets.

Evidence Guide

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 marketing strategies where candidate has documented process to confirm target market, assessed current level of consumer interest and used this analysis process to document recommended marketing strategies that are culturally appropriate to the selected international markets
- 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 completed marketing strategies and other relevant workplace documents
- access to information sources used by candidate.

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 past marketing
- analysis of responses to case studies and scenarios
- demonstration of market analysis techniques
- observation of demonstrated international market analysis techniques
- observation of presentations on consumer behaviour characteristics in target international markets
- oral or written questioning to assess knowledge of international markets and strategies
- assessment of written reports analysing consumer behaviour.

Guidance information for

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

EVIDENCE GUIDE**assessment**

for example:

- BSBMKG516BProfile international markets.

Range Statement

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.

<i>Aspects of culture</i> may include:	• attitude of overseas countries to Australia and Australians • degree of fiscal conservatism or liberalism within culture • family structures, and usual purchasers and decision makers in families • religion • values and beliefs
<i>Marketing</i> may include:	• business-to-business marketing • direct marketing • e-business • ideas marketing • marketing of goods • public sector marketing • services marketing • telemarketing
<i>Individual influences</i> may include:	• attitudes • beliefs • learning • past experience • perception • personality • self-image • values
<i>Social and cultural influences</i> may include:	• culture • family background • family decision maker/s • social class • socioeconomic factors
<i>Lifestyle influences</i> may include:	• aspirations • interests • leisure activities

RANGE STATEMENT	
Organisational behaviour may include:	• contract buying • group decision making • modified re-purchase • new purchases • re-purchase
Legal and ethical obligations may include:	• Australian, international and local context of legal and ethical obligations • codes of practice • cultural expectations and influences • ethical principles • legislation • policies and guidelines • regulations • social responsibilities such as protection of children and environmental issues • societal expectations
Cultural appropriateness may include:	• appropriateness of service or product in relation to the culture of countries selected for marketing

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Marketing
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Co-requisite units

Co-requisite units	

