



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG605B Evaluate international marketing opportunities

Revision Number: 1

BSBMKG605B Evaluate international marketing opportunities

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to evaluate the international environment, to identify market factors and risks, and to assess the viability of international marketing opportunities. 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 senior marketing or management personnel who are required to evaluate the international business environment in preparation for entering an international or export market for the first time, or to identify new marketing opportunities in markets in which their organisation already has a presence. This unit is different to BSBMKG501B Identify and evaluate marketing opportunities, which applies to senior marketing or general managers evaluating domestic marketing opportunities. While the underlying principles of the units are similar, this unit covers the increased complexity of the global business environment, and the cultural differences and international trade agreements to be addressed when conducting business internationally.
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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. Review the global market environment	1.1. Assess international trade patterns and identify their likely importance for the business 1.2. Research international business and electronic commerce market factors and assess opportunities to enter, shape or influence the market in terms of likely contribution to the business 1.3. Identify international markets operating under free trade or protectionist arrangements and estimate likely ease of entering and trading successfully 1.4. Identify international trade policies and agreements and estimate their likely impact on international marketing opportunities
2. Assess international business and electronic commerce market factors	2.1. Identify and analyse impact of economic, political, social and cultural factors affecting international market on international marketing opportunities 2.2. Investigate international market trends and developments to identify market needs relative to the business 2.3. Identify new and emerging business and electronic commerce markets, and assess opportunities to enter, shape or influence markets in terms of their fit with business goals and direction, and their likely contribution to the business
3. Identify risk factors for international marketing opportunities	3.1. Analyse and rate acceptability of political, financial stability and corruption risk factors for potential market 3.2. Analyse and rate acceptability of legal and regulatory requirements, and trade barriers for potential market 3.3. Relate risk factors to international business cycles in terms of economic conditions and estimate their impact on potential market
4. Investigate international business and electronic commerce marketing opportunities	4.1. Identify and analyse international marketing opportunities in terms of their likely fit with the organisation's goals and capabilities 4.2. Evaluate each opportunity to determine its impact on current business and customer base 4.3. Use an assessment of costs, benefits, risks and opportunities to determine financial viability of each marketing opportunity 4.4. Determine probable return on investment and

ELEMENT	PERFORMANCE CRITERIA
	potential competitors 4.5. Describe and rank marketing opportunities in terms of viability and likely contribution to the business

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication skills to gather information and to communicate with cultural sensitivity
- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- literacy skills to read and interpret information from a variety of sources
- research, information management and evaluation skills to determine viable international business opportunities through careful analysis of market and risk factors
- technology skills to use a range of office equipment and software when conducting electronic commerce.

Required knowledge

- Australian Standards and international standards, including those covering:
 - environmental matters
 - human rights
 - labour relations
 - packaging
 - risk management
- cross-cultural communication and negotiation styles relevant to the country or countries being considered for market entry or for further market penetration
- global and country specific economic, social and industry directions, trends, practices and techniques
- Organisation for Economic Co-operation and Development (OECD) International Guidelines for Consumer Protection in the Context of Electronic Commerce
- Australian Government Policy Framework for Consumer Protection in Electronic Commerce
- Australian Guidelines for Electronic Commerce
- key provisions of relevant legislation from all forms of government, codes of practice and national and international standards that may affect aspects of business operations within Australia and internationally, such as:
 - anti-discrimination legislation
 - consumer laws
 - ethical principles
 - extra-territoriality provisions of the Trade Practices Act
 - foreign investment limits
 - labour laws

REQUIRED SKILLS AND KNOWLEDGE

- legal aspects of bilateral and multi-lateral trade agreements
- privacy laws
- taxation laws
- World Trade Organization (WTO) dispute resolution system
- organisational business and marketing plans, products and services
- software applications used in conducting international electronic commerce.

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:

- documenting and presenting an evaluation of various international marketing opportunities including:
 - analysing the global business environment
 - assessing social, cultural, political and economic factors impacting on the selection of which market opportunities to select
 - conducting a risk assessment for each opportunity considered
 - analysing the financial viability of selected international marketing opportunities

Context of and specific resources for assessment

Assessment must ensure:

- access to information sources on countries and markets being considered for entry or further penetration
- access to office equipment and resources
- access to examples of previous international marketing evaluation documents, strategic plans and marketing plans.

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:

- analysis of responses to case studies and scenarios
- assessment of written reports on evaluation and selection of marketing opportunities
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of presentations on market evaluation activities
- observation of techniques used to identify and assess risks, and to financially analyse possible market opportunities
- oral or written questioning to assess knowledge and

EVIDENCE GUIDE	
	understanding • review of authenticated documents from the workplace or training environment • review of testimony from team members, colleagues, supervisors or managers
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • BSBMKG606B Manage international marketing programs • other marketing units.

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.

International business and electronic commerce market factors may include:

- cost of funds
- cultural and political groupings
- currency exchange rates
- customer service factors
- distribution channels
- geographical groupings
- government assistance
- growth factors
- incentives
- industrial structure
- interest rates
- investment rates
- level of economic development
- online customer groupings
- political systems
- social and cultural factors
- tariffs
- technology and telecommunications infrastructure
- trade groupings
- trade relations with Australia
- trade restrictions
- virtual communities

International trade policies and agreements may include:

- customs unions
- bilateral trade agreements such as:
 - Australia-US Free Trade Agreement (AUSFTA)
 - Singapore-Australia Free Trade Agreement (SAFTA)
 - Thailand-Australia Free Trade Agreement (TAFTA)
 - Australia-New Zealand Closer Economic Relations Trade Agreement (ANZCERTA)

RANGE STATEMENT	
	• multi-lateral trade agreements such as the WTO agreements for goods, services and intellectual property, including: • agriculture • air transport • anti-dumping measures • customs valuation methods • financial services • health regulations for farm products • import licensing • investment measures • movement of natural persons • preshipment inspection • product standards • rules of origin • safeguards • shipping • subsidies and counter measures • telecommunications • textiles and clothing • other multi-lateral trade agreements such as: • European Union trade regulations
<i>International marketing opportunities</i> may include:	• agents • direct investment • exporting • intermediaries • joint ventures • licensing • online business opportunities • strategic alliances
<i>Social and cultural factors</i> may include:	• behaviours • currency • customs • family role and status • language • legal system • political system • preferences • social values

RANGE STATEMENT	
	• traditions
<i>Risk factors</i> may include:	• available technology • communication systems • corruption risks • cultural factors • financial stability • language factors • legal and regulatory requirements • legal risks in selling goods and services online to the international market • logistics • political stability • resource availability, sustainability and management • resource capability and capacity • telecommunications infrastructure • trade barriers • transportation systems • work factors
<i>Economic conditions</i> may include:	• depression • prosperity • recession • recovery

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		