



**Australian Government**

# **Assessment Requirements for BSBMKG511 Analyse data from international markets**

**Release: 1**

# Assessment Requirements for BSBMKG511 Analyse data from international markets

## Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

## Performance Evidence

Evidence of the ability to:

- analyse market data to inform marketing activities in an international context
- produce a marketing plan containing a comprehensive analysis of trends, developments and competitor performance data.

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:

- explain cultural, historical, political, economic and general knowledge of international events that may impact international business activity
- identify sources of external and internal information on international markets
- explain research, data analysis and statistical analysis techniques relevant to market data.

## 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
- sources of information about international markets
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>