

COMPETENCY GRID

	COMPETENCY	CHAPTER
CERT IV		
Core	BSBMKG401B Profile the market	4
	BSBMKG402B Analyse consumer behaviour for specific markets	5, 6
	BSBMKG408B Conduct market research	3
Electives	BSBMKG409A Design direct response offers	12
	BSBMKG412A Conduct electronic marketing communications	1, 2, 12
	BSBMKG413A Promote products and services	12
	BSBMKG414A Undertake marketing activities	3, 4, 7–12
	BSBMKG410A Test direct marketing activities	Appendix D
	BSBMKG411A Analyse direct marketing databases	Appendix D
	BSBMKG415A Research international markets	3, Appendix A, Global focus
	BSBMKG416A Market goods and services internationally	Appendix A
DIPLOMA		
Core	BSBMKG501B Identify and evaluate marketing opportunities	2, Appendix C
	BSBMKG502B Establish and adjust the marketing mix	7,8,9,10,11,12
	BSBMKG506B Plan market research	3
	BSBMKG507A Interpret market trends and developments	2
	BSBMKG514A Implement and monitor marketing activities	7–12, Appendix D
	BSBMKG515A Conduct a marketing audit	Appendix D
Electives	BSBMKG508A Plan direct marketing activities	12, Appendix D
	BSBMKG509A Implement and monitor direct marketing activities	Appendix D
	BSBMKG510A Plan electronic marketing communications	1, 2, 12
	BSBMKG511A Analyse data from international markets	Appendix A, D, Global focus
	BSBMKG512A Forecast international market and business needs	Appendix A, D, Global focus
	BSBMKG513A Promote products and services to international markets	Appendix A, 12
	BSBMKG516A Profile international markets	Appendix A, Global focus
	BSBMKG517A Analyse consumer behaviour for specific international markets	Appendix A, Global focus
ADV DIP		
Core	BSBMKG603B Manage the marketing process	1, Appendix C, D
	BSBMKG607B Manage market research	3
	BSBMKG608A Develop organisational marketing objectives	1, Appendix C
	BSBMKG609A Develop a marketing plan	1, Appendix C, D, Marketing plan worksheets
Electives	BSBMKG605B Evaluate international marketing opportunities	Appendix A, D, Global focus
	BSBMKG606B Manage international marketing programs	Appendix A, C, D, Global focus

Please note: This grid refers to competencies within BSB07 and is subject to change. Refer to www.mhhe.com/au/rix7e for updates.