Assessment Materials

BSBMKG517 ANALYSE CONSUMER BEHAVIOUR

FOR SPECIFIC INTERNATIONAL MARKETS

**To achieve competency in this unit you must complete the following assessment items. All tasks must be submitted together. Tick the boxes to show that each task is attached.**

* Task 1. Confirm Target Market ☐
* Task 2. Assess Current Levels of Consumer Interest ☐
* Task 3. Recommend Marketing Strategies ☐

NOTE: If this is a group assignment, each member of your group must individually submit a separate and complete copy.

|  |  |
| --- | --- |
| **Student ID** | **Student Name** |
| Click here to enter text. | Click here to enter text. |
| **The other members of my group are:**   1. **Name:**Click here to enter text. **Student ID#:** Click here to enter text. 2. **Name:**Click here to enter text. **Student ID#:** Click here to enter text. 3. **Name:**Click here to enter text. **Student ID#:** Click here to enter text. | |

**PLEASE NOTE: SECTIONS HIGHLIGHTED IN THIS COLOUR ARE FOR TRAINER USE**

**TASK 1 MARKING SHEET**

|  |  |  |
| --- | --- | --- |
| Did the candidate: | Satisfactory | |
| Yes | No |
| 1. Confirm the target market? | ☐ | ☐ |
| 1. Assess current level of consumer interest? | ☐ | ☐ |
| 1. Recommend marketing strategies? | ☐ | ☐ |

**TASK 2 MARKING SHEET**

|  |  |  |
| --- | --- | --- |
| **Did the candidate** | **Satisfactory** | |
| **Yes** | **No** |
| Answer all questions and address all of the requirements specified in the Assessment Task? | ☐ | ☐ |
| **ASSESSOR cOMMENTS**  Click here to enter text. | | |

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
| **ASSESSMENT - SUMMARY** | | | |
| **Assessor’s checklist – tick when finalized** | | | |
| Task 1☐ | Task 2☐ |  |  |
| **ASSESSOR’S GENERAL COMMENTS**  **(see individual tasks & marking guides for more detail)** | | | |
| **Assessor Name** | | | |

|  |  |
| --- | --- |
| **RESULT** | **COMPETENT ☐ NOT YET COMPETENT ☐** |

# Task 1 Case Study

**Assessment description**

Review the Case Study Marketing Plan and prepare a report to management detailing your observations and findings. Note: This is not a group activity.

Imagine that you are the Marketing Manager at Mobile News Games LLC (MNG). Review the MNG Marketing Plan to determine how they analysed consumer behaviour for their international market. You are required to apply your knowledge and your understanding of the theoretical aspects of the learning content of this unit and to specifically relate this to the case study. To successfully do this please following the procedure below.

**Procedure**

Click on the link below to review the Mobile News Games LLC (MNG) marketing plan and include your findings of the following in your report: NB India and Australia are international markets that MNG plan to enter.

<http://www.morebusiness.com/templates_worksheets/bplans/printpre.brc>

1. **Prepare a brief overview of MNG in less than 200 words**
2. **Confirming the target market [section 1 heading]** Identify and discuss each of the four steps in the process of ‘confirming the target market’? (Refer to SWB pages 7-20)
3. Identify the market segments in accordance with the MNG marketing plan.
4. Identify and discuss the aspects of culture that will have an impact on the international marketing of MNG’s products within the target markets that MNG plans to enter.
5. Identify and discuss the consumer attributes for the market segment from the market profile in the case study: ie demographics, psychographics, behaviours and geographics.
6. Identify and relate the features of the product in accordance with the case study marketing plan.
7. **Confirm level of consumer interest [section 2 heading] (**Refer to SWB pages 43-79)

After confirming your target market, the second stage of analysing consumer behaviour is assessing consumer interest. Identify and discuss each of the five key steps that are involved in this stage and how they relate to the New Mobile Games case study marketing plan.

1. **Recommend Marketing strategies [section 3 heading]** (Refer to page 81-93 SWB)

Identify and discuss the four stages of ‘recommending marketing strategies’; and how MNG has or has failed to address these strategies.

1. **Outline the key provisions of relevant legislation, codes of practice and national standards affecting marketing operations in Australia and Internationally. Discuss how these relate to MNG operations in Australia.**

**Business Report format should include:**

|  |
| --- |
| **Title page**  **Contents page**  Introduction / overview of the company  Main points of interest  1. Confirming the target market   1. Market or market segment 2. Aspects of culture that may impact the international marketing 3. Consumer attributes 4. Features of the products or services in accordance with the marketing plan.   2. Confirm level of consumer interest   1. Analyse trends and past performance 2. Review past marketing information 3. Assess the effectiveness of past marketing 4. Assess consumer behaviours 5. Assess organisational behaviours   3. Recommend Marketing strategies   1. Address innate and acquired customer needs 2. Review decision-making motives and influences 3. Develop a rationale 4. Consider legal, ethical, budgetary and cultural considerations   4. Key provisions of relevant legislation, codes of practice and national standards affecting marketing operations in Australia and Internationally.  **Conclusion**  **Appendix**  **Bibliography** |

**Task 2 Theory Questions**

**Assessment description**

Answer the questions below. Click in the space provided and type your answer.

1. **In order to work effectively in a marketing managerial position, can you list what must you be able to do? Hint: can you find all 14?**

Click here to enter text.

1. **Can you describe the purpose and function of a marketing plan?**

Click here to enter text.

1. **In the context of this unit of study can you define the term ‘Market’?**

Click here to enter text.

1. **Can you describe the procedure for market segmentation?**

Click here to enter text.

1. **Can you define the term ‘Target Market” and how we use it to develop the marketing mix?**

Click here to enter text.

1. **Can you relate what are referred to as the 4 P’s and how do they help marketeers?**

Click here to enter text.

1. **Can you define ‘Culture’? and list 10 factors that may influence culture?**

Click here to enter text.

1. **As a marketing person you need to identify the key characteristics of products or services to effectively plan a successful marketing mix. Can you make a list of at least 10 key characteristics that you would consider to successfully plan a marketing mix?**

Click here to enter text.

1. **Learning activity: SWOT and PEST**

**You have been employed by Tourism Australia to create a marketing concept advertising Australia and inviting people to come here. Consider the Japanese and Indian markets, and what market segment and target market you would focus your campaign on. Consider what aspects that you would promote within the campaign and segment, and how this would appeal to each culture. Construct a SWOT and PEST analysis of the two and a brief analysis of your finding.**

**Note: Templates are provided in Appendix 2 of you student book to assist in your analysis.**

Click here to enter text.

**PLEASE PASTE YOUR TASK 1 ASSESSMENT BELOW THIS LINE**

**(TASK 2 responses should be above the line)**