eVersity
ONLINE CAMPUS

CERTIFICATE OF UNIT COMPLETION

Awarded to

Edward Gener Mangabat

for the successful completion of

International Promotion of Products and Services

this unit is aligned to a recognised unit of competency within the
Australian Qualifications Framework

5 Jun 2025

ISSUED

Certificate Number:

68417f24f115bc7a9b0c34fa

DR. INGRID L. URSUA
President

COMPETENCY BADGE

INTERNATIONAL PROMOTION OF PRODUCTS AND SERVICES



This subject describes the skills and knowledge required to promote products and/or services of the business within specified international markets. It applies to managerial responsibility including planning, coordinating, reviewing and reporting on promotional activities and management of geographic separation from these activities.

ISSUED TO Edward Gener Mangabat

SKILLS

Communication Skills, Public Speaking, Networking, Analytical Thinking, Creativity, Negotiation, Critical Thinking, Technology Insight, Leadership, Listening Skills, Teamwork, Presentation Skills.

Employability skills

PERFORMANCE EVIDENCE

To complete the subject the participant has been able to demonstrate the ability to:

- Devise comprehensive plans for promotional activities targeted at international markets. This involves conducting market research to identify target audiences, understanding cultural nuances and preferences, selecting appropriate promotional channels, and setting clear objectives and timelines.
- Execute promotional activities according to the devised plan. This includes implementing various promotional tactics such as advertising, public relations, digital marketing, events, and sponsorships tailored to the international audience.
- Conduct thorough reviews and evaluations of promotional activities to assess their effectiveness and impact. This involves analysing Key Performance Indicators (KPIs) such as reach, engagement, conversion rates, and Return on Investment (ROI).
- Generate comprehensive reports detailing the outcomes of promotional activities and providing actionable recommendations for future initiatives.

KNOWLEDGE EVIDENCE

To complete the subject requirements safely and effectively the individual has been able to:

- Identify and evaluate available overseas media channels suitable for reaching target markets. This includes traditional media such as television, radio, print publications, as well as digital platforms like social media, websites, and mobile applications.
- Provide a comprehensive list of relevant international business networks that can facilitate market entry and expansion strategies. This includes industry-specific associations, trade chambers, professional forums, business councils, and networking platforms with a global reach.
- Outline effective marketing strategies and promotional activities suitable for international markets, international audiences, build brand awareness, drive customer engagement.

ELEARNING SKILLS

Computer Skills, Adaptability, Self Starter, Communication Skills, Writing Skills, Organisational Skills, Teamwork, Collaboration, Time Management, Research Skills.

LANGUAGE

English is the Medium of Instruction

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