

**Specification of Competency Standards**  
**for the Automotive Industry**  
**Unit of Competency**

Functional Area - Sales and Marketing

Title	Implement marketing plans
Code	108591L3
Range	This unit of competency is applicable in workplaces relevant to the marketing of vehicle products (e.g. auto parts or servicing services). Practitioners should be able to understand the market trend of vehicle products so as to effectively implement marketing plans.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (The market trend and market theory of vehicle products)</p> <ul style="list-style-type: none"> <li>• Good understanding of the market of vehicle products: <ul style="list-style-type: none"> <li>○ The opportunities and threats brought to the organisation by macroscopic marketing and microscopic environment</li> <li>○ The concept of market segmentation <ul style="list-style-type: none"> <li>▪ Understand the purpose of market segmentation and “position” the products</li> <li>▪ Understand the basic variables of the market</li> <li>▪ Understand market segmentation procedure and its basic strategies.</li> </ul> </li> <li>○ Understand customers’ buying pattern, types of customers and how they make decisions</li> <li>○ Master the techniques of handling product in-take</li> </ul> </li> <li>• Good understanding of the trend of vehicle products and services as well as information on technical development: <ul style="list-style-type: none"> <li>○ Analyse vehicle products and services, such as: core products/services, basic products/services, extra products/services, etc.</li> <li>○ The development trend of vehicle products and services</li> <li>○ The development trend of vehicle servicing techniques</li> </ul> </li> <li>• Good understanding of the impact of government policies and local economics on the vehicle market.</li> <li>• Good understanding of market orientation theory, including: <ul style="list-style-type: none"> <li>○ The operation of marketing portfolio</li> <li>○ Consumer goods and industrial and commercial markets</li> <li>○ Customer-led and vehicle product-led organisations</li> </ul> </li> <li>• Good understanding of marketing environment and market segmentation, including: <ul style="list-style-type: none"> <li>○ The distribution channels of vehicle products, including promotion methods</li> <li>○ Sales and pricing strategies and methods</li> </ul> </li> </ul> <p>2. Performance (Implement marketing plans for vehicles)</p> <ul style="list-style-type: none"> <li>• Employ marketing knowledge to perform the duties of promoting vehicle products and services to accomplish organisational targets.</li> <li>• Analyse the market and the characteristics of target customers.</li> <li>• Coordinate practical marketing work according to the established marketing plans of the organisation, including identify promotion and publicity objectives and design relevant promotion proposals.</li> </ul>
Assessment Criteria	The integrated outcome requirements of this unit of competency are that the practitioners being assessed shall prove that he/she is:

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	<ul style="list-style-type: none"><li>• Capable of possessing marketing knowledge on general vehicle products and services and capable of understanding the marketing environment of vehicles and market segmentation; and</li><li>• Capable of performing marketing duties of vehicle products and servicing services to accomplish the promotion objectives; and coordinate practical promotion work according to the established marketing plans, including identify promotion and publicity objectives and draw up relevant promotion proposals.</li></ul>
Remark	The credits value of this unit of competency is set on the presumption that the assessee concerned has already possessed marketing and promotion techniques of vehicle products.