

1. Title	Formulate international marketing strategy							
2. Code	BEZZMS607A							
3. Range	With regard to the beauty industry, conduct analysis and assessment on the competitive environment of the international market; and formulate a systematic, effective and innovative international marketing strategy according to the corporate goals and operational strategy.							
4. Level	6							
5. Credit	9 (for reference only)							
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <table border="0"> <tr> <td style="vertical-align: top; padding-right: 20px;">6.1</td> <td style="vertical-align: top; padding-right: 20px;">Knowledge of the operation of international market system for beauty products/services</td> <td> <ul style="list-style-type: none"> ◆ Understand the concept of globalization and international marketing ◆ Understand international trading organizations and policies ◆ Understand the effect of political, social, legal and cultural differences among countries on consumer psychology and international business decisions ◆ Understand the difference between international market study and local market study ◆ Understand the international marketing method for beauty products / services </td> </tr> <tr> <td style="vertical-align: top; padding-right: 20px;">6.2</td> <td style="vertical-align: top; padding-right: 20px;">Formulate international marketing strategy for beauty products / services</td> <td> <ul style="list-style-type: none"> ◆ Analyze different consumer psychologies and assess the condition of international market competition from political, social, economic, legal and cultural perspectives and formulate strategies to enter the international market ◆ Formulate international marketing strategy according to the financial status, human resources, organizational structure, information technology and mode of operation, such as: <ul style="list-style-type: none"> • International branding management strategy <ul style="list-style-type: none"> ▸ Standardization or localization of international product and marketing strategies ▸ Media promotion plan • International product pricing strategy • International sales channel strategy ◆ Formulate monitoring policy for international marketing ◆ Formulate methods and procedures for international market study ◆ Formulate strategies to assess and review international marketing performance </td> </tr> </table>		6.1	Knowledge of the operation of international market system for beauty products/services	<ul style="list-style-type: none"> ◆ Understand the concept of globalization and international marketing ◆ Understand international trading organizations and policies ◆ Understand the effect of political, social, legal and cultural differences among countries on consumer psychology and international business decisions ◆ Understand the difference between international market study and local market study ◆ Understand the international marketing method for beauty products / services 	6.2	Formulate international marketing strategy for beauty products / services	<ul style="list-style-type: none"> ◆ Analyze different consumer psychologies and assess the condition of international market competition from political, social, economic, legal and cultural perspectives and formulate strategies to enter the international market ◆ Formulate international marketing strategy according to the financial status, human resources, organizational structure, information technology and mode of operation, such as: <ul style="list-style-type: none"> • International branding management strategy <ul style="list-style-type: none"> ▸ Standardization or localization of international product and marketing strategies ▸ Media promotion plan • International product pricing strategy • International sales channel strategy ◆ Formulate monitoring policy for international marketing ◆ Formulate methods and procedures for international market study ◆ Formulate strategies to assess and review international marketing performance
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7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"><li data-bbox="386 259 1474 383">(i) Capable to analyze different consumer psychologies and assess the condition of international market competition from political, social, economic, legal and cultural perspectives; and<li data-bbox="386 405 1474 528">(ii) Capable to formulate a systematic and innovative international marketing strategy for beauty products / services of the organization according to its financial status, human resources, organizational structure, information technology and mode of operation.
8. Remarks	