

1. Title	Formulate corporate marketing strategy for electrical installations
2. Code	EMELMS601A
3. Range	Applicable to marketing and sales of electrical works. Master the holistic business environment of different areas; formulate corporate marketing strategy for electrical installations; lead and oversee marketing and sales management of electrical installations.
4. Level	6
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the holistic business environment of different areas</p> <ul style="list-style-type: none"> ◆ Understand the holistic business environment of different areas, including: market size, market development potential, overall market value, number of competitors, etc. <p>6.2 Formulate corporate marketing strategy for electrical installations</p> <ul style="list-style-type: none"> ◆ Formulate corporate marketing strategy for electrical installations for the organization according to the analyses of the overall business environment of different areas and the strengths and weaknesses of the organization ◆ Lead and oversee the marketing and sales management plan for electrical installations, including: organizing marketing and sales working groups, implementing and monitoring marketing and sales activities, implementing and monitoring market promotion activities, etc. ◆ Make timely modifications to the overall marketing strategy for electrical installations to enhance the profitability of the organization
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Capable to master the holistic business environment of different areas; (ii) Capable to formulate corporate marketing strategy for electrical installations; and (iii) Capable to lead and monitor marketing and sales management plans for electrical installations.
8. Remarks	