

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

Functional Area - Design

Title	Plan production of promotional materials
Code	108104L4
Description	Plan and prepare promotional materials for fashion products. This applies to individuals who are required to make plans for producing promotional materials.
Level	4
Credit	2
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the subject area</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• identify type and use of promotion materials</li> <li>• identify resources for producing promotion materials</li> <li>• specify production requirements of promotion materials</li> <li>• outline the methods and processes for producing promotion materials</li> </ul> <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• identify the marketing plan and purpose of promotional materials</li> <li>• set budget for producing promotion materials</li> <li>• set the requirements for promotional materials (e.g. type, specification, objective)</li> <li>• determine the resources for producing promotion materials</li> <li>• set schedule to produce promotional materials</li> <li>• consult related parties and adjust the plan when required</li> </ul> <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• demonstrate a full understanding of the production of promotional materials as part of the marketing plan.</li> <li>• think creatively in generating ideas for producing promotional materials</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> <li>• Formulating production plan of promotional material which provides guidelines for the development of budget, timeframe, resource allocation and production arrangement.</li> </ul>
Remark	