

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Develop and implement marketing activities
Code	108180L5
Description	Develop and implement marketing activities for fashion products. This applies to individuals who are required to design and implement marketing activities for fashion products.
Level	5
Credit	3
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"> • examine the B2B marketing practices in the fashion industry • critically evaluate the legislative and regulatory requirements relating to different marketing activities • expand sales of fashion products through effective marketing campaigns <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • interpret the marketing plan and the objectives • identify factors influencing business clients and the buying process of fashion products • develop marketing activities (e.g. sales promotion, relationship marketing) that align with the needs of the clients and the organisation • set criteria for evaluating the effectiveness of marketing campaigns • allocate resources to facilitate the implementation of marketing activities • coordinate and collaborate with related parties to implement marketing activities <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • regularly review the latest legal regulations and requirements (e.g. Trade Descriptions Ordinance, Personal Data Privacy Ordinance) and assess their implications for marketing activities
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Development and implementation of marketing campaigns and activities to expand sales of fashion products to buyers.
Remark	