

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Formulate a media plan for advertising
Code	108182L5
Description	Formulate a media plan for advertising to enhance brand awareness and loyalty as well as promote new fashion products. This applies to individuals who are required to develop media plans to support the various marketing campaigns of a fashion business.
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"> • understand the principles and essential elements for media plan formulation for fashion products • critically evaluate the legal and ethical requirements relating to media plan formulation • define media requirements and produce media plans within a given budget <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify target audience characteristics (e.g. social status, cultural background, demographics, lifestyle) • select appropriate media types (e.g. print or digital media) and provide the rationale for the selection (e.g. relative merits of different media, past media performance) • determine media budget and schedule (e.g. number of advertisements, duration, timing and distribution of advertisements, release dates) • set criteria for evaluating the effectiveness of the media plan <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • keep regular updates on legal and ethical requirements relating to the media in order to evaluate how they would impact on the design of a media plan • be familiar with new media types that can better reach the target or potential audience
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Formulation of a media plan for advertising that can enhance brand awareness and loyalty as well as promote new fashion products within a given budget.
Remark	