

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

Functional Area - Sales & Marketing

Title	Implement a fashion marketing strategy
Code	108184L5
Description	Implement a fashion marketing strategy to ensure the achievement of marketing objectives and business goals. This applies to individuals who are required to implement marketing strategy in fashion business.
Level	5
Credit	4
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>• state the principles or process of developing an implementation plan for a marketing strategy</li> <li>• examine the activities and decisions in marketing</li> <li>• critically evaluate the determinants of a successful implementation of a fashion marketing strategy</li> <li>• specify the criteria for evaluating the effectiveness of a fashion marketing strategy</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 business goals as well as the fashion marketing strategy and objectives</li> <li>• devise policies or plans in various areas (e.g. pricing and distribution) for implementing the marketing strategy</li> <li>• allocate resources (e.g. human, finance) for implementing the marketing strategy</li> <li>• identify and address issues arising during the implementation of the marketing strategy</li> <li>• monitor the implementation of the marketing strategy</li> <li>• review the effectiveness of the fashion marketing strategy against given criteria</li> </ul> <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• ensure all parties involved are clear about and commit to the implementation of the marketing strategy</li> <li>• regularly review the marketing strategy in accordance with the changing fashion market situation.</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>• Effective implementation of a marketing strategy to ensure the achievement of marketing objectives and business goals of a fashion business.</li> </ul>
Remark	