

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Implement a marketing plan
Code	108185L4
Description	Implement a marketing plan for a fashion business to achieve the marketing objectives. This applies to individuals who are required to execute the marketing plan to achieve the marketing objectives of a fashion business.
Level	4
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"> • have extensive and in-depth knowledge of marketing of fashion products • understand the elements of an effective marketing campaign (e.g. distribution channels of fashion products, pricing strategies) • apply appropriate techniques for managing marketing projects (e.g. prioritise marketing initiatives, resources allocation) <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify the marketing plan • determine the priority of marketing initiatives and resources allocation • identify the expected outcomes and metrics, and explain these clearly to team members • execute each marketing initiative within the established timeframe and budget • anticipate difficulties and challenges to develop contingency arrangements • monitor the implementation process and determine whether or not modifications or additional resources are required <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • demonstrate leadership and develop team spirit to achieve the marketing objectives • strive for cost-efficiency in executing marketing initiatives • ensure implementation of marketing campaigns in compliance with regulatory requirements
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Effective implementation of a marketing plan to achieve the marketing objectives of a fashion business.
Remark	