

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Implement a media plan for advertising
Code	108186L4
Description	Implement a media plan for advertising to ensure brand messages and new fashion products are effectively communicated to the target audience. This applies to individuals who are required to implement media plans to achieve the planned outcomes.
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"> • explain the key considerations for media plan implementation and evaluation • understand the legal and ethical requirements relating to media plan implementation • apply appropriate techniques for coordinating advertising campaigns in accordance with a media plan <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify the objectives, target audience, media budget and schedule, and planned outcomes of media plans • brief relevant personnel about the media schedule • allocate resources to each medium per advertising period according to the budget approved • implement advertising campaigns and activities and ensure adherence to media plans <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • keep up to date on legal and ethical requirements relating to the media in order to evaluate how they would impact on the implementation of a media plan • regularly review coordination and effectiveness of advertising campaigns and activities to improve future arrangements
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 media plan for advertising to ensure messages of brand and new fashion products are effectively communicated to the target audience.
Remark	