

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Lead and manage a marketing team
Code	108187L4
Description	Lead and manage marketing teams to achieve marketing objectives for a fashion business. This applies to individuals who are required to lead and direct marketing team activities and facilitate teamwork to achieve intended 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 differences between management and leadership • understand the links between marketing activities and the business goals • examine the common challenges, conflict situations and stakeholder concerns of marketing team management • inspire and motivate teams to achieve marketing objectives <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify marketing mix and activities as well as relevant metrics • implement strategies to encourage, motivate and support team members • serve as a role model and introduce creative marketing techniques • steer teams through difficulties, challenges and conflict situations • analyse marketing performance data to monitor marketing campaign effectiveness • provide constructive feedback to team members and recognise accomplishments • encourage members to take a lead in areas requiring their own expertise and take responsibility for team success <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • show integrity, fairness and consistency in decision-making • apply different methods for communicating and engaging with stakeholders
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Leading and managing marketing teams to achieve marketing objectives and business outcomes for a fashion business, which take into consideration both marketing mix and metrics.
Remark	