

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

Functional Area - Sales & Marketing

Title	Monitor marketing activities
Code	108188L4
Description	Monitor marketing campaigns and activities to ensure effective accomplishment of marketing objectives. This applies to individuals who are required to implement marketing plans and monitor the marketing campaign effectiveness of 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"> <li>• understand the legislative and regulatory requirements relating to the marketing activities of the organisation</li> <li>• explain the organisational marketing plan and metrics</li> <li>• apply appropriate techniques for managing and coordinating team efforts and resources to implement marketing campaigns as well as evaluating marketing performance</li> </ul> <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• interpret the marketing plan and timeframes of different campaigns and metrics</li> <li>• ensure team efforts in achieving planned outcomes according to the established timeline and budget</li> <li>• assign checkpoints to monitor the effectiveness of marketing activities</li> <li>• monitor the performance of the marketing activities at checkpoints</li> <li>• identify problems arising in the implementation process and suggest solutions</li> <li>• make adjustments to the marketing activities in line with changing market conditions</li> </ul> <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• observe the latest legal regulations and requirements (e.g. Trade Descriptions Ordinance, Personal Data Privacy Ordinance) and assess their implications for marketing activities</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>• Monitoring marketing campaigns and activities to ensure effective accomplishment of marketing objectives in a fashion business.</li> </ul>
Remark	