

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Promote products and services
Code	110229L4
Range	Promote fashion products and services to clients. This applies to individuals who are required to employ various means to promote the products and services of a fashion business.
Level	4
Credit	2
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"> • apply appropriate approaches and methods for promoting fashion products • understand products and services provided by the organisation • relate promotional activities to the marketing plan <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify the marketing objectives and brand positioning of the organisation • employ various means to promote products and services to clients (e.g. fashion trade fair, fashion trade journal) • make use of business networks to organise publicity and promotional activities • use information and communications technology to facilitate the promotional activities • solicit clients' feedback to improve future promotional activities <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • ensure promotional activities are in compliance with legal and ethical requirements, and suitable for the local culture of the target markets
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Arrangement of promotional activities to promote fashion products and services to clients in a way that supports the achievement of marketing objectives.
Remark	