

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Marketing Management

Title	Identify marketing strategies for digital media products
Code	108029L5
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners responsible for marketing management of the organisation. This UoC applies to the considerations, policies and activities involved in establishing the marketing strategies for the digital media products in concern. Once established, its implementation will involve a broad range of staff members at all levels and functional areas, especially those at the front-end.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for marketing strategies and digital media products</p> <ul style="list-style-type: none"> • Master the development and competitive environment of the overall digital media products market, including the overseas and local markets • Possess good knowledge of the organisation's overall marketing strategy and related budget allocation • Possess extensive and in-depth knowledge about: <ul style="list-style-type: none"> ○ Various digital marketing technologies ○ Various market positioning theories ○ Techniques for research and analysis of market strategic plans • Possess good management skills and capable of formulating business strategies • Comprehend the possible outcomes and subsequent effects due to: <ul style="list-style-type: none"> ○ The choices of different marketing strategies ○ The generally short life cycle of digital media products ○ The significant price elasticity for digital media products ○ The consumer psychology and demand of different consumer groups, etc. • Understand related legislations and regulations governing digital media products <p>2. Identify marketing strategies for digital media products</p> <ul style="list-style-type: none"> • Consolidate all guidelines, intelligences and opinions towards marketing for the organisation's own digital media products, such as from: <ul style="list-style-type: none"> ○ Management directives ○ Research findings ○ Sales and marketing teams' advices ○ Observable industry trends ○ Actions and pricings of competitors, etc. • Consider feasible alternatives marketing strategies for the digital media products in concern, with special attention to: <ul style="list-style-type: none"> ○ The nature and characteristics of digital media products in general ○ The special features of individual product types such as: <ul style="list-style-type: none"> ▪ The rapidly changing versions for games products ▪ New technologies applied in digital AV products, etc. • Exercise accurate predictions about the responses of the market and consumers to those marketing campaigns and activities being considered • Ensure reckoning with good accuracy the financial requirements for the different marketing strategy alternatives • Effectively communicate with different levels of employees regarding the pros and cons of the different marketing alternatives, including: <ul style="list-style-type: none"> ○ Senior management

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Marketing Management

	<ul style="list-style-type: none"> ○ Finance and marketing personnel ○ Front line sales personnel, etc. ● Make recommendations on the final marketing strategies to be adopted ● Make suggestions on actions, activities and channels for implementation of the chosen marketing strategies ● Ensure continuous and close tracking of the latest developments in: <ul style="list-style-type: none"> ○ Market responses ○ Competition environment ○ Customer preferences, etc. ● Make timely changes to the marketing strategies as appropriate and on a continuous basis <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always stick to established policies, procedures and legislative requirements in the process of identifying and establishing marketing strategies ● Always maintain a proper balance between return maximisation and customer satisfaction ● Always take into consideration all related technological, political, social and legal factors
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Propose an appropriate set of marketing strategies for the digital media products in concern, incorporation considerations of all related factors such as resources and return; and ● Propose a set of feasible and effective activities for subsequent implementation and operation of the chosen marketing strategies
Remark	