

Functional Area: Product & Service Life Cycle (Service Commissioning)

1. Title	Prepare the “Go to Market” Tasks
2. Code	ITCSPL413A
3. Range	This UoC applies to consolidate and highlight all issues and tasks required to market the new product / service in concern. This step is the major and usually first component of the product / service launch plan.
4. Level	4
5. Credit	2
6. Competency	<p><u>Performance Requirement</u></p> <p>6.1 Possess the knowledge in the subject area</p> <ul style="list-style-type: none"> ● Fully understand this is a mandatory step in determining the success or failure of the new product / service ● Fully comprehend the overall marketing strategy of the company ● Understand the influences towards the overall marketing strategy after introducing the new product / service ● Be aware of the impact towards marketing expenditure and overall budget for the new product / service ● Be aware of the impact towards the allocation of resources including manpower input <p>6.2 Prepare for the “Go to Market” Tasks</p> <p>Be able to:</p> <ul style="list-style-type: none"> ● Comprehend and utilise the existing division of labour pattern of the company ● Effectively compile a list of key marketing activities in related to the “Go to Market” tasks ● Ensure provision of clear and unambiguous briefings to the product team staff members ● Ensure provision of clear and unambiguous briefings to the marketing / sales team staff members ● Ensure provision of clear and unambiguous briefings to front line staff members, which at this stage is the most important group ● Monitor and estimate the correlation between the strength of marketing input and the marketing performance of the new product / service ● Effectively grasp first minute feedbacks after launching those go to market activities ● Evaluate, review and adjust marketing activities according to the feedbacks in a responsive and timely manner <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always ensure all level of staff members fully understand the importance and impact of those go to market tasks ● Always work with full capacity and ability to ensure successful execution of the go to market tasks ● Always take into consideration and strike a proper balance among all related technological, political, social and legal factors
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"> i. produce a list of feasible and effective activities for marketing the new product / service in concern ii. arrange carrying out the marketing activities in an orderly manner and within the most suitable timeframe
Remark	