

Unit of Competency

Functional Area: Sales and Merchandising

Title	Develop marketing plans
Code	105254L4
Range	This unit of competency is applicable to practitioners in the import and export industry to apply the concepts of 4Ps and 4Cs to develop marketing plans to achieve identified goals.
Level	4
Credit	5 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge of marketing mix and promotional mix <ul style="list-style-type: none"> • Apply the concept of 4Ps components of marketing mix(i.e., product, price, place and promotion) to develop marketing plans • Apply the concept of 4Cs components of marketing mix(i.e., customer solution, customer cost, convenience and communication) to develop marketing plans • Use main aspects of a promotional mix, e.g., advertising, personal selling, sales promotion, public relations, corporate image, direct marketing and exhibitions to develop marketing plans 2. Use the concept of marketing mix to develop marketing plans <ul style="list-style-type: none"> • Identify the goals to be achieved of the marketing plans • Collect relevant financial data, product data, sales data, and market data • Conduct a study on the company's 4Ps and 4Cs marketing mix to review the details of marketing activities • Identify existing and new customers • Employ main aspects of a promotional mix(e.g., advertising, personal selling, sales promotion, public relations, corporate image, direct marketing and exhibitions) to develop marketing plans 3. Develop effective marketing plans <ul style="list-style-type: none"> • Develop a clear statement to describe the specific marketing activities including sales targets, marketing budget, and promotional tools • Predict and quantify expected outcomes • Monitor the effectiveness of the marketing plans in accordance with the expected outcomes • Provide a working document to guide the implementation of marketing plans
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of applying knowledge of marketing mix to formulate marketing plan • Capable of developing marketing plan
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