

Unit of Competency

Functional Area: Sales and Merchandising

Title	Implement marketing plans
Code	105255L4
Range	This unit of competency is applicable to practitioners in the import and export industry to implement marketing plans and review the effectiveness of marketing activities.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge of marketing mix <ul style="list-style-type: none"> • Describe the marketing mix, e.g., 4Ps(Product, Price, Promotion and Place) and 4Cs (Customer solution, Customer cost, Convenience and Communication) • Use relevant tools to plan the implementation of determined marketing plans 2.1. Implement marketing plans <ul style="list-style-type: none"> • Identify marketing strategies and marketing plans to be implemented • Identify the expected outcomes and explain clearly to team members • Keep the communication channel open • Provide the detailed activities, e.g., cost to implement the plans, schedule, and other required resources to achieve the expected outcomes • List expected difficulties and identify solutions 2.2. Review marketing activities <ul style="list-style-type: none"> • Collect and analyse feedback from customers to evaluate the outcomes of marketing activities • Assess the effectiveness of marketing plans by examining the extent to which the expected outcomes are achieved • Provide feedback to relevant personnel participating in the formulation of marketing strategies 3. Implement marketing plans effectively <ul style="list-style-type: none"> • Compare the expected outcomes and actual performance outcomes to assess the effectiveness of the marketing plans • Provide recommendations and constructive advice on future directions • Adjust course of action to cope with changing business environment
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of implementing marketing plans • Capable of reviewing the effectiveness of marketing mix • Capable of reviewing marketing plans and making adjustments where appropriate
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