

Unit of Competency**Functional Area: Sales and Merchandising**

Title	Design marketing channels
Code	105256L4
Range	This unit of competency is applicable to practitioners in the import and export industry to design marketing channels. The tasks also involve the evaluation of the effectiveness and efficiency of marketing channels in making products available in the market.
Level	4
Credit	5 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge of value-network and marketing channels <ul style="list-style-type: none"> • Describe the concept of value-network, i.e., a system of partnerships and alliances that is created by firms to source and deliver products/services • Describe concept of marketing channels, i.e., sets of interdependent firms involved in making a product/service available in the market • Employ a wide range of approaches to design marketing channels 2.1. Analyse customers' desired service outputs <ul style="list-style-type: none"> • Collect relevant information to analyse customers' desired service outputs • Identify constraints to achieve desirable service outputs 2.2. Establish objectives and constraints <ul style="list-style-type: none"> • Determine the standard of customer service • Establish the objectives of the use of marketing channels • Identify the constraints of the use of marketing channels • Design marketing channels 3. Design effective marketing channels <ul style="list-style-type: none"> • Identify channel alternatives by key elements, e.g., the type of business intermediaries, the number of intermediaries, and terms and responsibilities of each channel participants • Evaluate each channel alternative in terms of its effectiveness and efficiency
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of analysing customers' desired service • Capable of identifying major marketing channels and alternatives • Capable of evaluating marketing channels and alternatives
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