

Specification of Competency Standards
for the Import and Export Industry
Unit of Competency

Functional Area - Digital Marketing

Title	Execute strategies for entering products/services into e-commerce markets
Code	110964L4
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for executing strategies for products or services entry into e-commerce markets.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of products or services entry into e-commerce markets</p> <ul style="list-style-type: none"> • Integrate knowledge of digital marketing • Examine the enterprise's strategies for products or services entry into e-commerce markets to assist in decision-making • Examine strategies for products or services entry into e-commerce markets to assist in decision-making <p>2.2.1 Implement strategies for products or services entry into e-commerce markets</p> <ul style="list-style-type: none"> • Analyse market research data in detail • Collect market data to plan promotion strategies • Plan promotion activities for products or services entry into e-commerce markets • Develop a schedule for products or services entry into the market • Select appropriate e-commerce channels and develop corresponding supporting strategies based on the scale of the enterprise's operations <p>2.2.2 Review the performance of products/services entry into e-commerce markets</p> <ul style="list-style-type: none"> • Regularly collect customer feedback to monitor the performance of marketing strategies • Analyse market changes and adjust marketing strategies <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Implement marketing strategies for e-commerce markets • Analyse market changes and adjust marketing strategies in a timely manner
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of executing strategies for products or services entry into e-commerce markets • Capable of reviewing the performance of marketing e-commerce markets and make adjustments in a timely manner
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