

Specification of Competency Standards for the Logistics Industry

Unit of Competency

1. Title	Implement the overall marketing plan
2. Code	LOCUSM403A
3. Range	This unit of competency is applicable to all sea freight, air freight, and express operators. Practitioners should be capable to apply marketing theories to explore marketing direction, properly analyze and assess market information and future demand, and implement the overall marketing plan effectively.
4. Level	4
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Marketing theories</p> <ul style="list-style-type: none"> ◆ Understand overall market promotional plan including the concept, promotional targets, main points and intended outcome, etc. ◆ Understand the actual operation and sales environment of the logistics industry ◆ Analyze consumer behaviour and their decision-making process in service consumption, and master the method of using marketing strategies to influence consumer behaviour ◆ Master online trading and e-market promotional method ◆ Master the marketing and sales concepts in the sales spectrum of the logistics industry, tool application and strategic application knowledge <p>6.2 Implement overall marketing plan</p> <ul style="list-style-type: none"> ◆ Analyze market and target customer segments' characteristics, and customers' service consumption motives ◆ Formulate e-marketing and e-commerce plans to monitor the promotional outcome

	<ul style="list-style-type: none"> ◆ Formulate marketing strategies that target at consumer behaviour ◆ Devise strategies for implementing marketing plans to tally with company's development plan and business budget including design, advertising and marketing objectives and plans, etc. ◆ Organize and implement concrete work related to the marketing plan ◆ Assess different ways to improve and satisfy customer needs including location of production and service facilities, design, equipment and staff outfit, to meet customer needs and achieve higher profit
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Organize and implement the promotional work for the overall market realistically and effectively according to the details of the marketing plan.</p>
8. Remarks	