

Specification of Competency Standards
for the Printing and Publishing Industry
Unit of Competency

1. Title	Formulate and implement publishing market plan
2. Code	PPPUMK503A
3. Level	5
4. Credit	12
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Understand publishing market geographical segmentation</p> <ul style="list-style-type: none"> ◆ Understand appropriate market distribution for publication <p>5.2 Understand market share and product positioning</p> <ul style="list-style-type: none"> ◆ Understand market share and positioning of publication ◆ Estimate sales of publication <p>5.3 Formulate and implement publishing market plan</p> <ul style="list-style-type: none"> ◆ Formulate and implement competitive market plan according to set analyzed information on publishing market
6. Range	Formulate and implement publishing market plan and perform related tasks in a publishing enterprise.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to formulate and implement competitive market plan according to set analyzed information on publishing market.
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has knowledge of publishing market management.