

**Specification of Competency Standards**  
**for the Printing & Publishing Industry**  
**Unit of Competency**

Functional Area - Customer/Consumer Relations

Title	Formulate print product marketing strategies
Code	106273L5
Range	Be able to assist the management of the printing company's marketing and sales departments in formulating effective marketing strategies and identifying effective market positioning for the company using marketing analytical tools.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the circumstantial factors affecting print product marketing strategies and market positioning.</p> <ul style="list-style-type: none"> <li>• Understand the status and trends of local and international politics, economy, technological development, community, environmental policies and taste.</li> <li>• Assess the effects of these circumstantial factors on print product marketing strategies and market positioning.</li> <li>• Master the cycles of print product market and the corresponding marketing initiatives.</li> <li>• Understand the processes and methods for formulating print product marketing strategies.</li> <li>• Use marketing analytical tools to formulate print product marketing strategies.</li> <li>• Understand the state of development of digital printing market.</li> </ul> <p>2. With the above knowledge, be able to analyse the respective shares of lithographic, intaglio, relief, screen and digital print products in the market, and evaluate the status and trends of customer sources and competitors in the market using marketing analytical tools, in order to formulate effective marketing strategies and identify effective market positioning for the company.</p> <p>3. Be able to comprehensively coordinate the operations of marketing and sales departments, monitor staff performance by establishing effective marketing strategies, and identify the company's effective market positioning.</p>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency:</p> <ul style="list-style-type: none"> <li>• Be able to formulate effective marketing strategies and identify effective market positioning for the company using marketing analytical tools.</li> </ul>
Remark	The credit value of this unit of competency is based on the assumption that the learner has knowledge of a printing company's operation and management.