

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

Functional Area - 電子商貿

Title	Establish marketing plan for e-commerce in printing industry
Code	106303L5
Range	In a highly competitive business environment, effective marketing strategies are essential to a company's survival and long term success. Apart from mainstream media, online media is also playing a very important role in marketing. Be able to help the printing company market print products effectively through network media, such as mobile apps, discussion boards, social media, etc.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Well versed in the marketing effectiveness of various electronic media on the internet.</p> <ul style="list-style-type: none"> • Understand regular online shoppers' characteristics and requirements. • Understand the marketing effectiveness of various electronic media on the internet. • Well versed in customer relationship management. <p>2. With the above knowledge, be able to assess the marketing and cost effectiveness of various electronic media on the internet; lead a team to develop creative marketing campaigns; pick the most cost-effective online media partner; and promote printed products to target customers.</p> <p>3. Be able to monitor and assess business performance after launching online marketing campaigns, and remain vigilant of any changes in target customers' demands; creatively update the company's marketing strategy on a regular basis to stimulate customers' desire to purchase its products.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to lead a team to develop creative marketing campaigns. • Be able to pick the most cost-effective online media partner to help promote print products. • Be able to monitor and assess business performance after launching online marketing campaigns.
Remark	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of marketing management.