

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

Functional Area - Marketing

Title	Formulate and execute marketing plans for publishing projects
Code	111074L5
Range	This Unit of Competency (UoC) is applicable to all staff of a publishing house. Practitioners should be able to formulate and execute marketing plans for publishing projects through an understanding of the characteristics of publications.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Acquire information about the publishing markets and the characteristics of works published by the publisher</p> <ul style="list-style-type: none"> • Acquire knowledge of the geographical distribution of the publishing markets and the market share of various publishers • Understand the appropriate marketing and distribution channels for publications • Examine the target readership of publications and their purchasing behaviours • Understand the current market position, market shares and positioning of publications • Identify competitors and follow market trends in the book market • Master various marketing strategies • Master the way to build a brand with publications; master the skills of long-term brand management • Be familiar with mass media and social media platforms for publicity <p>2. Analyse the overview and emerging trends according to the data collected from different publishing markets; formulate and implement competitive marketing plans</p> <ul style="list-style-type: none"> • Establish clear marketing strategies • Estimate sales volume for publications and develop business growth plans • Select appropriate market sales channels and distribution channels • Select optimal mass media and social media platform for publicity • Establish and execute long-term brand management for the publisher's works <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Comply with Trade Description Regulations • Comply with the promotional rules and etiquettes prescribed by mass media and social media platforms • Respect professional ethics, principles and spirit of the marketing strategies
Assessment Criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Capable to formulate and execute competitive marketing plans according to the analysis of the publishing markets
Remark	<p>Credits are assigned to this UoC under the assumption that the practitioner has acquired marketing and management knowledge with respect to the publishing sector.</p> <p>This unit of competency originates from the first edition of PPPUMK503A and its content has been updated.</p>