

**Specification of Competency Standards**  
**for the Retail Industry**  
**Unit of Competency**

Functional Area - Marketing Management

Title	Understand the processes and methods of developing marketing plans
Code	107281L4
Description	Evaluate and analyze the overall market situation, industry situation, internal and competitor factors related to the corporate products or service sand to develop a marketing plan in line with the development of the corporate.
Level	4
Credit	6 ( For Reference Only )
Competency	<p>Performance Requirements</p> <p>1. Develop the contents of the marketing plan</p> <ul style="list-style-type: none"> <li>• Analyse marketing conditions, including: <ul style="list-style-type: none"> <li>○ Market conditions</li> <li>○ Product status</li> <li>○ Competitive situation</li> <li>○ Distribution status</li> <li>○ Regulatory status</li> <li>○ Macroeconomic situation</li> </ul> </li> <li>• Analyse opportunities and risks, develop marketing goals: <ul style="list-style-type: none"> <li>○ Financial objectives: return on investment, profit margins, profit and other indicators;</li> <li>○ Marketing objectives: sales revenue, sales growth, sales, market share, brand awareness, distribution range, etc.</li> </ul> </li> <li>• Marketing strategy, budget and control</li> <li>• Action plan</li> <li>• Focus on the event, the direction of public opinion (especially unfavourable public opinion) in order to facilitate the crisis to resolve the crisis</li> </ul> <p>2. Master the way to create a positive image of the corporate</p> <ul style="list-style-type: none"> <li>• Public relations public relations: through the public events to create brand image</li> <li>• Event marketing: grasp the formation of network events public opinion, shaping the image of brand reputation</li> </ul> <p>3. Manage the unfavourable factors to corporate image or development</p> <ul style="list-style-type: none"> <li>• Policies and regulations</li> <li>• Crisis event handling</li> <li>• Corporate reputation in the online reputation</li> </ul> <p>4. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Ensure that the development of marketing plans could effectively align with the purpose of corporate development.</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Master the contents of the marketing plan</li> <li>• Understand the impact of public opinion on the market and business</li> <li>• Apply event marketing methods to create a favorable public opinion on the corporate</li> <li>• Eliminate corporate image adverse events or public opinion and implement corporate risk management</li> </ul>
Remark	