

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

Functional Area - Marketing Management

Title	Apply low-cost marketing strategy
Code	107282L5
Description	Apply the appropriate marketing plan and strategy to achieve the purpose of low-cost marketing.
Level	5
Credit	6 ( For Reference Only )
Competency	<p>Performance Requirements</p> <p>1. Develop and apply low-cost marketing strategies</p> <ul style="list-style-type: none"> <li>• Master the advantages and disadvantages of various marketing strategies and the establishment of business interests in line with the marketing plan</li> <li>• Monitor and review on-going marketing plans</li> </ul> <p>2. Understand the considerations of low cost marketing</p> <ul style="list-style-type: none"> <li>• Understand the local media distribution, the quality of the relevant channels of network operation and consumer psychology and consumer level of individual needs to select the appropriate market entry point</li> <li>• According to the marketing concept of enterprises to develop appropriate strategies</li> <li>• Develop text propaganda tactics</li> <li>• Analyse experience and resources as a good reference of future development in other markets</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Ensure that the development of marketing plans and strategies could effectively reduce marketing costs.</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Develop and apply low-cost marketing strategies.</li> <li>• Setup appropriate strategies in accordance with the precautions of low-cost marketing.</li> </ul>
Remark	