

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

Functional Area - Sales and Marketing

Title	Formulate marketing plans
Code	108592L4
Range	In the automotive market-related workplaces, practitioners are able to analyze the automotive market, develop a systematic marketing plan, increase the visibility of the organization, promote their automotive products and services, and develop performance indicators.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (The operation of marketing and the sales systems for vehicles)</p> <ul style="list-style-type: none"> <li>• Good understand of the operation concept of marketing and the sales systems for vehicles and make basic analysis on different markets to determine the marketing and sales methods to be adopted.</li> <li>• Good understand of the brand trend of the vehicle manufacturer, product positioning and the guidelines on promotion methods.</li> <li>• Good understand of the market direction requirements of the organisation.</li> <li>• Good understand of the characteristics and costs of various marketing media (such as car magazines, TV commercials, car fairse.)</li> </ul> <p>2. Performance (Formulate marketing plans and performance indicators)</p> <ul style="list-style-type: none"> <li>• Communicate with vehicle manufacturing factory to get an understanding of the trend of the vehicle brand, product positioning and instructions on marketing methods.</li> <li>• Communicate with the sales department and maintenance department to get an understanding of local market demand and the support affordable by the organisation.</li> <li>• Discuss and formulate sales strategy and price.</li> <li>• Formulate effective and comprehensive marketing plans: <ul style="list-style-type: none"> <li>○ Capable of extending the market and absorb new customers apart from identifying old customers as target customers</li> <li>○ Formulate marketing portfolio according to the organisation's financial situation and prepared budget and set priorities</li> <li>○ Choose suitable media to launch marketing strategy</li> <li>○ Assess marketing results <ul style="list-style-type: none"> <li>▪ Be aware of the effectiveness of marketing plans and respective information so to analyse and formulate future marketing plans</li> </ul> </li> </ul> </li> <li>• Develop and manage the coordination of the entire promotion plan, make assessments and distribute them to various departments.</li> <li>• Develop marketing strategies for different targets, plans and performance indicators according to the objectives of the organization</li> <li>• Develop marketing performance indicators</li> <li>• Assess marketing effectiveness</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is that the practitioner being assessed shall prove that he/she is:</p> <ul style="list-style-type: none"> <li>• Capable of communicating with the vehicle manufacturer and various departments of the organisation to formulate vehicle promotion plans to meet the market development plans, financial budget and strategies of the organization, enhancing the visibility of the organization, enlarging the market share, analysing respective marketing plans and, reporting to seniors.</li> </ul>

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Remark	The credits value of this unit of competency assumes that the practitioner concerned are familiar with the market trend of vehicle products/ service and are equipped with promotion techniques.
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