

Specification of Competency Standards for the Retail Industry
Units of Competency for ‘Sales, Marketing and Multi-channel Sales Management’

1. Title	Implement and monitor marketing activities
2. Code	111252L4
3. Range	This unit of competency (UoC) is applicable to staff responsible for marketing-related work in the retail industry. Practitioners have the ability to implement and monitor the market promotion plan of the organisation in order to promote and improve its retail business.
4. Level	4
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements</p> <p>6.1 Understand the knowledge of marketing activities</p> <ul style="list-style-type: none"> ◆ Understand the marketing objectives and plan of the organisation ◆ Understand the performance indicators for launching various marketing activities ◆ Master the ability to analyse and process data on market performance, gains and costs ◆ Master leadership skills to manage the marketing team ◆ Master interpersonal skills to launch activities with personnel from different organisations and backgrounds ◆ Understand local and international legal and regulatory requirements related to marketing activities ◆ Understand current market situation <p>6.2 Implement and monitor marketing activities</p> <ul style="list-style-type: none"> ◆ Coordinate staff of the organisation and other working partners in order to launch marketing activities ◆ Implement marketing activities of the organisation, e.g.: <ul style="list-style-type: none"> • Marketing of products • Marketing of services • Forms of marketing (e.g. shopping mall events, online platform, graphics) ◆ Keep in touch with stakeholders when launching marketing activities, including: <ul style="list-style-type: none"> • Staff responsible for finance, human resources and IT • Product manufacturer / supplier ◆ Monitor the performance results of the marketing activities and compare with the original target; report to the higher level for deviations and make suggestions for improvement ◆ Adjust the marketing activities in response to the social or economic situation so as to achieve the sales objective <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ◆ Monitor marketing activities and their results; make suggestions for improvement to the higher level in response to the market demand ◆ Ensure no fraud or prejudice when implementing and monitoring marketing activities
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ◆ Implement marketing activities according to the marketing plan; and ◆ Monitor the marketing activities and recommend adjustment accordingly.
8. Remark	This UoC is adopted from 105053L4.