



Australian Government

Assessment Requirements for MSTFD5023 Develop marketing plans for fashion products

Release: 1

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Modification History

Release 1. Supersedes and is equivalent to MSTFD5004 Develop marketing plans for fashion products.

Unit code changed. Range of conditions removed. Foundation skills information added. Element removed. Assessment requirements amended. Equivalent outcome.

Performance Evidence

There must be evidence the candidate has completed the tasks outlined in the elements and performance criteria of this unit, and:

- developed and documented a marketing plan for at least one fashion product that is appropriate to the price point, design and overall objectives of the stakeholder
- presented a marketing plan for at least one fashion product.

Knowledge Evidence

There must be evidence the candidate has knowledge of:

- legal, ethical and work health and safety requirements specific to the work task
- regulatory and industry standards for textiles, clothing and footwear products
- marketing practices, including typical marketing events and promotional activities used in the fashion industry
- concepts of marketing cycle and product life cycle in the fashion industry
- marketing tools and media for the fashion industry, and techniques for their use
- Social media for marketing activities relevant to market.

Assessment Conditions

Skills must have been demonstrated in the workplace or in a simulated environment that reflects workplace conditions and contingencies. The following conditions must be met for this unit:

- use of suitable facilities, equipment and resources, including computing equipment and software packages.

Assessors must satisfy the NVR/AQTF mandatory competency requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a203ec5c-de7d-406b-b3e1-8fla9b76e92e>

