



Australian Government

Assessment Requirements for MSTFD5004 Develop marketing plans for fashion products

Release: 1

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Modification History

Release 1. Supersedes and is equivalent to LMTFD5004B Develop marketing plans for fashion products

Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy the requirements of the elements and performance criteria for at least two products and include:

- reading and following work instructions, standard operating procedures (SOPs) and safe work practices
- applying relevant standards
- researching target market and identifying fashion design needs and expectations
- determining marketing objectives and identifying features and benefits of fashion designs according to needs and expectations of the target market
- accessing, interpreting and using data from a range of sources
- determining appropriate media and appropriate strategies to reach target market
- exploring and assessing marketing event options and promotional activities to market the selected fashion design
- developing a marketing plan for at least two (2) fashion products and determining if it will be effective in meeting marketing objectives, timing and budget requirements
- documenting marketing plan according to industry practices
- recording reports on marketing opportunities and strategies and presenting them to appropriate personnel.

Knowledge Evidence

Evidence must be provided that demonstrates knowledge of:

- safe work practices and procedures and use of personal protective equipment (PPE)
- relevant Australian Standards
- marketing details
- marketing objectives:
 - client position
 - range of fashion products in marketplace
 - marketing objectives and sales targets
 - product pricing strategy
 - position in market
 - packaging and distribution requirements
- marketing practices in the fashion industry
- concepts of marketing cycle and product life cycle
- marketing tools and media for the fashion industry:
 - print (e.g. magazines, and regional and metropolitan newspapers)
 - audio (e.g. radio)
 - visual (e.g. video, television and DVD)
 - electronic (e.g. email, websites and social media)
 - features of media (e.g. editorials, advertising, photos and testimonials)
- marketing events and promotional activities:
 - launches
 - fashion parades
 - exhibitions
 - shows
 - demonstrations
 - press conferences
 - media events
- workplace practices
- recording and reporting practices.

Assessment Conditions

- Assessors must:
 - satisfy the assessor competency requirements that are in place at the time of the assessment, as set by the VET regulator
 - have vocational competency in developing marketing plans for fashion products, at least to the level being assessed, with relevant industry knowledge and experience.
- Assessment should occur in operational workplace situations. Where this is not possible, or where personal safety or environmental damage are limiting factors, assessment must occur in a sufficiently rigorous simulated environment reflecting realistic operational workplace conditions. This must cover all aspects of workplace performance, including environment, task skills, task management skills, contingency management skills and job role environment skills.
- Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.
- Conditions for assessment must include access to all tools, equipment, materials and documentation required, including relevant workplace procedures, product and manufacturing specifications associated with this unit.

Links

Companion Volume implementation guides are found in VETNet -
<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=a203ec5c-de7d-406b-b3e1-8f1a9b76e92e>