



Australian Government

MSTFD5023 Develop marketing plans for fashion products

Release: 1

MSTFD5023 Develop marketing plans for fashion products

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.

Application

This unit of competency describes the skills and knowledge required to plan marketing and promotional activities to support the sales of fashion products. Proposed activities must be appropriate to the price point of the fashion design and the overall objectives of the stakeholder.

The unit applies to local and international individual and team activities typical in the promotion and sale of fashion products in small to large scale workplaces in the textiles, clothing and footwear industry. Development of marketing plans may be central to the work role or completed as part of the overall sale of design concepts to stakeholders.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Pre-requisite Unit

N/A

Unit Sector

Fashion design and technology

Elements and Performance Criteria

Elements	Performance Criteria	
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.	
1. Prepare to develop marketing plan	1.1	Determine job requirements from specifications, job sheets and work instructions
	1.2	Identify key features and benefits of selected fashion design
	1.3	Research target market and identify fashion design needs and expectations

Elements	Performance Criteria	
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.	
	1.4	Identify price point and marketing budget
	1.5	Identify other relevant details that affect marketing activities
	1.6	Establish marketing objectives with required stakeholders
2. Research and determine marketing options	2.1	Determine suitable media to reach target market and select appropriate strategies
	2.2	Explore marketing event options and promotional activities that meet legal, ethical and work health and safety (WHS) requirements, and assess their potential effectiveness in marketing selected fashion design
	2.3	Explore timing of marketing activities and determine costings for marketing options
3. Develop and finalise marketing plan	3.1	Identify fashion product marketing cycle and develop marketing plan that details marketing activities
	3.2	Adjust marketing plan to ensure it meets marketing objectives, timing, budget requirements, and legal, ethical and WHS requirements
	3.3	Present marketing plan to required stakeholders
	3.4	Update marketing plan to incorporate feedback from stakeholders
	3.5	Document marketing plan according to industry practices

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria of this unit of competency.

- Oral communication skills to present marketing plans to a range of audiences with confidence and enthusiasm
- Planning and organising skills to tailor marketing messages to different audiences

Other foundation skills essential to performance are explicit in the performance criteria of this unit.

Unit Mapping Information

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

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a203ec5c-de7d-406b-b3e1-8f1a9b76e92e>

Assessment Requirements for MSTFD5023 Develop marketing plans for fashion products

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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

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