RESEARCH ON THE MEASUREMENT OF MARKETING POST COMPETENCY IN THE FAST FASHION CLOTHING INDUSTRY

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ABSTRACT

With the renewal of traditional industries and the emergence of modern industries, new requirements are put forward for the competence of marketing talents in the fast fashion industry. Starting from the competency of talent matching in the fast fashion clothing industry, this paper according to the characteristics of marketing pos first query to query marketing job requirements, the interview method, and data survey method to measure the competency dimensions of different marketing posts. We collected 453 samples from enterprises and used SPSS 22.0 for data analysis to explore the fast fashion industry. The proposed competency elements of marketing talents mainly include knowledge and skills, personal characteristics, internal ability, and self-awareness. Finally, we proposed reasonable suggestions for post-machining China on marketing talents in the fast fashion clothing industry.

INTRODUCTION

Talent and post-matching are important parts of talent and organization matching. The matching degree of the job seeker and post is related to the job seeker's career choice and work attitude. The core work of marketing talents and proposed matchings to determine post-competency. Therefore, referring to the class post-competency model, mainly taking UNIQLO and Zara stores as examples, this paper constructs the market post-competency

model of the fast fashion clothing industry, extracts knowledge and skills, personal characteristics, internal ability, and self-awareness as key factors of post competency by using data analysis method, and verifies the effectiveness of the model by using factor analysis method.

LITERATURE REVIEW

The research on competency originated in the United States. In 1973, an American psychologist, Mc Lelland (1973) first proposed the concept of competence. He believed that competency is the knowledge, ability, trait, and motivation associated with job performance. Competency can be measured by behavioral e-interviews view. Spencer (further defined competency as a potential individual ability that can distinguish between the excellent and the average. It can be an explicit ability such as self-image, knowledge, or skills, or internal characteristics such as personal motivation, cognition, or values. But it is difficult to define competency between "behavior" and "trait".

It reflects the combination of internal and external characteristics and can distinguish the performance differences of different individuals. Based on different research focus, the definition of competency is given by scholars with a different definition. The representative views are shown in Table 1. According to the competency iceberg model, managers with professional competence have two characteristics: Explicit (knowledge and skills) and implicit (long-term behavior and performance). The onion model further points out that competency is hierarchical, the most superficial is knowledge and skills. Through gradual deepening, the core layer is motivation and characteristics, which is the embodiment of employees' deepest competency. Combined with the definition of scholars, this paper believes that the competency of marketing staff is based on a series of explicit and implicit characteristics of individuals, such as individual knowledge, skills, personality, characteristics, etc., which can be shown in the individuals with qualified performance and excellent performance.

Table 1 Summary of the definition of competency

Author	Time (Year)	Definition of Competency
McClelland	1973	Competency is the knowledge, skill, ability, trait, or motivation that is closely related to life and performance.
Evens & Eads	1979	Competence is the knowledge and skill that an individual expresses at the expected level.
Spencer	1994	Competency is the basic characteristic between qualified and excellent performance.
Jorgen Sandberg	2000	Competence is not a characteristic of an individual, but an indispensable reserve of knowledge and ability in work.
Crady R.L. & Selvarajan T.T.	2006	The competence of individuals and organizations constitutes the whole work competency. Individual competence refers to knowledge, skills, experience, personality, etc. Organizational competence is about the whole organization, which is not dependent on the individual in the process and structure.
Koeppen k.，Hartig J.，klieme E. & Leutner D.	2009	Competency is most based on the specific situational elements closer to real life, representing the understanding of learning and behavior, and meeting the individual's potential in a specific field.
Wang Chongming	2000	Competency is the knowledge, skills, ability, attitude, personality, and motivation of high management performance.

Data source: the author collates according to the literature.

Definition of marketing posts in the fast fashion clothing industry.

The definition of marketing posts in fast fashion clothing enterprises is different from that of traditional clothing enterprises. Traditional clothing enterprises have independent sales departments to ensure the realization of enterprise product value, while fast fashion clothing enterprises are an all-staff management concept. Every employee participates in the operation and plays the role of sales. Everything they do in the process of work is different. It is to tap the needs of customers and ensure the achievement of enterprise performance. The specific definition of marketing posts in the clothing industry is shown in Table 2.

Table 2 Shows the definition of marketing posts in the fast fashion clothing industry.

Enterprise type	Definition of marketing post
Traditional clothing enterprises	It has an independent sales department, which is responsible for the formulation and implementation of marketing strategies, and the management, supervision, coordination, and service of each link in the process of realizing the company's product value. With a series of marketing positions, such as sales director, sales consultant, network sales manager, sales assistant, marketing development manager, and other marketing positions.
Fast fashion clothing enterprises	Different from the traditional clothing industry, every employee in the industry shoulders the responsibility of marketing. No matter from the grass-roots level to the top level, they are all members of enterprise marketing. In the store, the salesmen receive customers, explore the needs of customers and achieve sales. For higher level managers, they also need to formulate sales plans. Everything in store operation is to focus on customers and tap customers and, to improve enterprise performance.

Competency Measurement of marketing posts in the fast fashion clothing industry

Interview with UNIQLO marketing staff

Through the open-ended behavior event interview method, this study focuses on the competency of the fast fashion clothing marketing industry and discusses the interview questions. It is mainly divided into the following steps:

(1) Draw up an outline of the interview.
① Please elaborate on the three things that impressed you in your work, such as "feeling successful or satisfied" and "feeling failure or dissatisfaction", describe the cause, process, result, relevant personage, and influence of the whole event, and summarize what kind of ability do you think the personnel in this position need to be competent for the job?
② Based on your understanding of this job, from the four dimensions of knowledge and skills, personal characteristics, internal ability, and self-awareness (such as professional and knowledgeability in knowledge and skills), what abilities do you think the post should have?
③ Based on the current campus recruitment results of your company, what reasonable suggestions can you put forward for the universities or talents majoring in marketing?

(2) Determine the interviewees.
According to the needs of the research, to determine the competency required in the eyes of different levels of marketing personnel, we selected UNIQLO employees at all levels. To ensure the reliability of the interview, employees at all levels selected two employees as representatives.

(3) The interviewees were interviewed. The basic information about the interviewees is shown in Table 3.

Table 3 Shows the basic information about ut interviewers.

organization	post	Marketing years
UNIQLO World Trade Tianji store	salesclerk	Half a year
UNIQLO Dongzhimen Ginza store	salesclerk	1year
UNIQLO Dongzhimen Ginza store	agent	2 year
UNIQLO blue harbor store	agent	2 year
UNIQLO World Trade Tianji store	Reserve Manager	4 year
UNIQLO Longhu Tianjie store	Reserve Manager	5 year
UNIQLO World Trade Tianji store	Deputy Store Manager	7 year
UNIQLO Beijing Shangpin + store	Deputy Store Manager	8 year
UNIQLO World Trade Tianji store	Store Manager	10 year
UNIQLO Beijing Shangpin + store	Store Manager	12 year

(4) The interview results were sorted out.

According to the interviewee's elaboration on specific cases, this paper selects the key content to form the interview content, which is shown in Table 4. Among the four aspects mentioned above, the most important aspect is the ability of learning and communication.

Table 4 shows the arrangement of interview contents.

Interview Content	Competence
⋯⋯ When I joined the store, I followed the manager. She is very enthusiastic, very professional, and full of strength, and she is very concerned about her subordinates①。 All of our work is customer-oriented ②， In our work, we often encounter some difficult customers and occasionally cause customers' complaints. We should try our best to solve them ③。 To improve the performance of stores, we need to learn the knowledge of commodities ④⑤， Be able to communicate and recommend to customers ⑥ ， To obtain the needs of customers, ers and achieve the purpose of sales. ⋯⋯ We should constantly convey the information to the company's superiors ⑦， Each store will operate differently, and different methods need to be considered to improve performance ⑧。 ⋯⋯ Our daily work intensity is very big, and the superior has been oppressing us to ensure the achievement of the turnover to adjust the layout at the expense of rest time for thinking ⑨。 ⋯⋯ In the work, because I did not do a good job in time management, resulting in the occurrence of outliers, and then improved, only to be responsible for their work, to ensure that there will be no mistakes ⑩。	① Team leadership ② Service consciousness ③ Problem-solving ability ④ learning ability ⑤ Knowledge and skills ⑥ communication skills ⑦ Ability to obtain information ⑧ innovation ability ⑨ Compressive capacity ⑩ responsibility

Determination and optimization of competency elements

Through the literature review research method, 24 competency elements of marketing posts in different industries were summarized in the early stage. However, after in-depth interviews, it was found that employees' identification with the organization, the competitiveness of employees, the executive ability of leaders at each level, and the sense of teamwork, service awareness, and innovation consciousness, as well as the spirit of daring to challenge their work, are more important to the fast fashion industry Finally, 16 post competency elements were obtained, as shown in Table 5.

Table 5 shows the initial competency elements and characteristics of fast-fashion marketing posts.

No.	Dimension	Competency Elements	Specific Features
1	Knowledge and skills	Professional knowledge and experience	Must have professional marketing, management knowledge, and experience
2		Information acquisition capability	Strong intention and desire for information and ability to obtain the required information from multiple sources
3		Judgment	Be able to judge accurately according to different situations
4		Compressive capacity	The ability to resist pressure and still work according to the standard under high pressure
5	Internal ability	Communication and coordination ability	Have good communication, can accurately obtain and transfer information
6		Adaptability	We need to adjust our work methods to adapt to the changing work objectives, working situations, and work needs
7		Innovation Capacity	Have an innovative mind, constantly innovate things, and dare to challenge
8		Influence	The ability to use reasonable methods and techniques to enable others to buy products
9	Personal Characteristics	Problem-solving ability	Analyze the objective problems and propose solutions
10		Executive power	The executive power of putting ideas into practice
11		conflict resolution	Ability to effectively deal with the relationship with others and customers in the environment, and resolve conflicts with the help of appropriate interpersonal methods
12		Teamwork	Ability to work closely with the team to achieve team goals
13	Self-cognition	insight	The insight that can accurately identify the essence of things through surface phenomena
14		responsibilities	The mental state of being able to consciously and actively do all the beneficial things inside and outside
15		Service consciousness	To meet the needs of customers and provide the most suitable products for customers
16		occupation ethics	Ethical bottom line and industry standards that must be observed in professional activities

Job competency data analysis

METHODOLOGY

This part uses SPSS software to analyze the survey data in detail. First, the validity and reliability analysis to determine the validity and credibility of competency elements to ensure the rationality of the survey data. Through factor analysis, the 16 competency elements are divided into four factors, and the four dimensions have a strong correlation with each other. From the regression analysis, it is concluded that pressure resistance ability, problem-solving ability, innovation ability, professional athletics, and service consciousness have a great impact on post-competency. At the same time, these elements are also the typical competency of marketing posts in the modernist-fashion clothing industry.

Competency test

1）Reliability Analysis

In this study, 453 samples were used to test the reliability of the scale. Cronbach's alpha value in Table 6 was 0.825. The higher the α value, the higher the reliability. It showed that the survey data had good internal consistency and met the requirements of empirical analysis from the perspective of reliability.

Table 6 Shows the reliability test.

Reliability Statistics		
Cronbach's Alpha	Standardization-based Cronbach alpha	Item
.825	.825	16

（2）Validity test

In terms of the validity test, Table 7 shows that the km value is 0.864, greater than 0.8, which indicates that the internal homogeneity of each subscale is good, which proves that the questionnaire has good structural validity.

Table 7 KMO and Bartlett's test.

Sampling Adequacy Kaiser-Meyer-Olkin		.864
Bartlett's Sphericity Test	Approximate chi-square	1657.538
	df	120
	Sig.	.000

Factor analysis

Table 8 shows an explanation of the total variance.

The total variance of interpretation									
Ingredients	Initial eigenvalue			Extract the sum of squares load			Rotate the sum of squares load		
	total	% of variance	Cumulative%	total	% of variance	Cumulative %	total	% of variance	Cumulative %
1	4.496	28.103	28.103	4.496	28.103	28.103	3.158	19.736	19.736
2	1.975	12.344	40.446	1.975	12.344	40.446	1.938	12.111	31.847
3	1.024	6.398	46.845	1.024	6.398	46.845	1.778	11.113	42.960
4	.967	6.042	52.887	.967	6.042	52.887	1.588	9.927	52.887
5	.874	5.462	58.349						
6	.839	5.241	63.590						
7	.746	4.659	68.250						
8	.709	4.431	72.681						
9	.671	4.193	76.874						
10	.652	4.077	80.951						
11	.626	3.913	84.864						
12	.560	3.498	88.362						
13	.509	3.182	91.544						
14	.482	3.013	94.557						
15	.444	2.777	97.334						
16	.427	2.666	100.000						

Extraction method: Principal component analysis.

As shown in Table 8, the total explanatory power (cumulative percentage) of the four factors in the whole questionnaire reached 52.887%, and the total explanatory power was greater than 50%, indicating that the selected factors had good representativeness.

Fig. 3 Shows the gravel map.
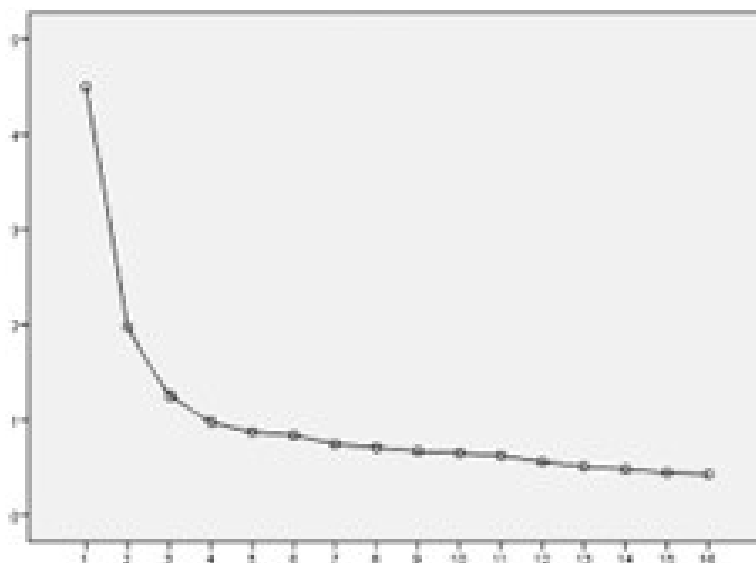
It can be seen from the gravel map that the inflection point appears at 4 o'clock and tends to be stable, indicating that the questionnaire can be divided into four factors. Through factor analysis, we can determine the 16 competency factors in the questionnaire, and four factors can be extracted, which are knowledge and skills, personal characteristics, internal ability, and self-cognition.

FINDINGS

Regression analysis of different dimensions of post competency

(1) Knowledge and skill dimension

Table 9 shows the regression analysis of knowledge and skill dimensions.

Model B		Unstandardization Coefficients		Standard Coefficient	t	Sig.
			Std error			
	(Constant)	2.198	.276		7.976	.000
	Specialty Knowledge	.013	.042	.014	.296	.767
1	Compressive Capacity	.212	.051	.205	4.154	.000
	Judgment Ability	-.081	.053	-.071	-1.536	.125
	Information Acquisition	.169	.053	.155	3.165	.002

a. Dependent variable: knowledge and skills

Table 10 shows the elements of knowledge and skill dimension -- fitting degree test.

Model	R	R-Squares	Adjust r Side	Std. Error Mean
1	.897[a]	.88	.80	.36063

a. Predictive variables: (constant), information acquisition, judgment ability, specialty and knowledge, and stress resistance.

Table 11 Shows the elements of knowledge and skills dimension -- Analysis of variance.

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	340.072	4	10.018	60.856	.000[a]
	Residual	113.416	448	.923		
	Total	453.488	452			

a. Predictive variables: (constant), information acquisition, judgment ability, specialty and knowledge, and stress resistance.
b. Dependent variable: knowledge and skills

It can be seen from Table 10 that the judgment coefficient r is 0.88, and the adjusted decision coefficient is 0.80, indicating that there is an 80% possibility to explain the competency elements of knowledge and skills dimension, and the fitting degree is ideal. From the analysis of variance, the significance the of F test is less than 0.05, which shows that the dependent variable and independent variable are linearly correlated, reflecting the effectiveness of the regression equation. The regression equation of knowledge and skill estimation can be established as follows: competency of knowledge and skill dimension $= 0.13 \times$ specialty and knowledge $+ 0.212 \times$ compressive ability $- 0.81 \times$ judgment ability $+ 0.169 \times$ information acquisition ability (negative regression coefficient indicates negative influence relationship, an otherwise positive value indicates positive influence relationship).

Through the analysis, we can see the importance of each variable, among which the p-value of specialty, knowledge, and judgment ability is greater than 0.05, which indicates that their influence is weak in the dimension of knowledge and skills. The regression coefficient of compressive ability was 0.212, and the P value was 0.00, less than 0.01, indicating that compressive ability had a significant positive correlation with knowledge and skills. The regression coefficient of information acquisition ability was 0.169, and the P value was 0.02, which was between 0.01 and 0.05, indicating that knowledge and skills had a significant moderate impact. The analysis shows that although specialty, knowledge, and judgment skills are required for professional personnel, their influence is not great. And the ability to resist pressure and information acquisition has a relatively large impact on competency, which is the competency element required by the knowledge and skills dimension in the post.

(2) Personal trait dimension

Table 12 Shows a regression analysis of individual trait dimensions.

Model B		Unstandardization Coefficients		Standard Coefficient	t	Sig.
		Std error				
1	(constant)	.436	.107		4.091	.000
	Executive ability	.201	.020	.001	.068	.646
	Problem-solving ability	.615	.021	.928	43.836	.000
	teamwork	.344	.020	-.044	-2.208	.008
Conflict resolution		-.028	.021	-.026	-1.305	.192

a. Dependent variable: Personal traits

Table 13 Shows the factors of individual trait dimensions - fit degree.

Model	R	R-Squares	Adjust r Side	Std. Error Mean
1	.918ᵃ	.843	.830	.36815

a. Predictive variables: (constant), conflict resolution, execution, teamwork, problem-solving.

Table 14 Shows the factors of individual trait dimensions -- Analysis of variance.

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	226.505	4	81.626	60.2265	.000ᵃ
	Residual	160.718	448	.136		
	Total	387.223	452			

a. Predictive variables: (constant), conflict resolution, execution, teamwork, problem-solving.
b. Dependent variable: personal characteristics

Table 13 above shows that the judgment coefficient r is 0.843, and the adjusted decision coefficient is 0.830, which indicates that there is an 83% possibility to explain the competency elements of individual trait dimension, and the fitting degree is ideal. From the analysis of variance, the significance of the F test is less than 0.05, which shows that the dependent variable and independent variable are linecorrelatedion, reflecting the effectiveness of the regression equation. The regression equation of personal trait estimation can be established as follows: personal trait dimension competency = 0.201 × executive ability + 0.615 × problem solving + 0.344 × team cooperation - 0.28 × conflict resolution ability (the regression coefficient is negative, otherwise positive is positive).
(3) Internal ability dimension

Table 15 Shows the regression analysis of each factor of the internal ability dimension.

Model B		Unstandardization Coefficients		Standard Coefficient	t	Sig.
		Std Error				
1	(Constant)	.629	.138		4.555	.000
	Resilience	-.027	.027	-.026	-1.013	.312
	Communication and Coordination	.247	.024	.051	1.940	.043
	Innovation Ability	.801	.025	.841	32.308	.000
	Influence Ability	.331	.025	-.033	-1.265	.207

a. Dependent variable: the internal ability

Table 16 Shows the factors of internal ability dimension - fit degree.

Model	R	R-Squares	Adjust r Side	Std. Error Mean
1	.855ᵃ	.731	.719	.45534

a. Predictive variables: (constant), influence ability, innovation ability, contingency ability, communication, and coordination ability.

Table 17 Shows the factors of internal ability dimension - Analysis of variance.

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	202.928	4	63.232	70.975	.000ᵃ
	Residual			142.886		
				448		
				.207		
	Total	345.815	452			

a. Predictive variables: (constant), influence ability, innovation ability, contingency ability, communication, and coordination ability.
b. Dependent variable: the internal ability

From above Table 16, the judgment coefficient r is 0.731, and the adjusted decision coefficient is 0.719, which indicates that 71.9% of the possibilities can explain the competency elements of the internal ability dimension, and the fitting degree is ideal. From the analysis of variance, the significance of the F test is less than 0.05, which shows that the dependent variable and independent variable are linearly correlated, reflecting the effectiveness of the regression equation. The regression equation of internal ability estimation can be established as follows: internal ability dimension competency = - 0.27 × adaptability + 0.247 × communication and coordination ability + 0.801 × innovation ability + 0.331 × influence ability (negative regression coefficient indicates negative influence relationship, an otherwise positive value indicates positive influence relationship).

Through the analysis, we can see the importance of each variable, and the p-value of strain ability and influence ability is greater than 0.05, which indicates that their influence is weak in the internal ability dimension. The regression coefficient of innovation ability is 0.801, and the P value is 0.00, less than 0.01, indicating that innovation ability has a significant positive correlation with internal ability. The regression coefficient of communication and coordination ability was 0.247, and the P value was 0.043, which was between 0.01 and 0.05, indicating that internal ability had a significant moderate impact. The analysis shows that innovation ability has a strong influence on the internal ability dimension post-competency. In the current era of rapid development, innovation ability is an important ability required by the post personnel. The marketing staff of the fast fashion clothing industry should make continuous innovations to improve innovation ability, to bring better benefits to the enterprise.

(4) Self-cognition dimension

Table 18 Shows the regression analysis of each factor of the self-cognition dimension.

Model		unstandardization Coefficients		Standard Coefficient	t	Sig.
	B	Std Error				
1	(Constant)	.767	.122		6.282	.000
	Profession Ethics	.403	.025	.850	32.014	.000
	Service Consciousness	.332	.023	-.037	-1.354	.000
	Work Responsibility	-.012	.024	-.014	-.494	.622
	Insight	.123	.023	.026	.990	.323

a. Dependent variable: self-cognition

Table 19 Shows the factors of self-cognition dimension - fit degree.

Model	R	R-Squares	Adjust r side	Std. Error Mean
1	.850ᵃ	.722	.701	.42381

a. Predictive variables: (constant), insight, service awareness, professional ethics, work responsibility.

Table 20 shows the factors of self-cognition dimension -- Analysis of variance.

Model		Sum of square	df	Mean square	F	Sig.
1	regression	209.349	4	52.337	91.392	.000ᵃ
	residual			80.466 448 .180		
	total	289.815	452			

a. Predictive variables: (constant, insight, service awareness, professional ethics, work responsibility.
b. Dependent variable: self-cognition

It can be seen from the above table 20 that the judgment coefficient r is 0.722, and the adjusted decision coefficient is 0.701, indicating that there is a 70.1% possibility to explain the competency elements of the self-cognition dimension, and the fitting degree is ideal. From the analysis of variance, the significance of the F test is less than 0.05, which shows that the dependent variable and independent variable are linearly correlated, reflecting the effectiveness of the regression equation. The regression equation of self-cognition estimation can be established as follows: self-cognition dimension competency = 0.403 × professional ethics + 0.332 × service consciousness - 0.12 × job responsibility + 0.123 × insight ability (the regression coefficient is negative, and the positive value is positive).

Through the analysis, we can see the importance of each variable, and the p-value of work responsibility and insight ability is greater than 0.05, indicating that they have a weak influence on the self-awareness dimension. The regression coefficients of professional ethics and service awareness were 0.403 and 0.332 respectively, $P = 0.00$, less than 0.01, indicating that professional ethics and service awareness have a significant positive correlation effect on knowledge and skills.

CONCLUSION

(1) The marketing competency model of the fast fashion industry is a multidimensional structure

The research results and data analysis results show that: the marketing post-competency model of the fast fashion clothing industry is composed of "knowledge and skills", "internal ability", "personal characteristics" and "self-cognition", including professional and knowledge, communication and coordination ability, problem-solving ability, insight ability, influence ability, execution ability, judgment ability, pressure resistance ability and strain energy Competency, teamwork, information acquisition, service awareness, conflict resolution ability, work responsibility, innovation ability, and professional ethics are 16 competency elements, which is a multidimensional model. Among them, from the regression analysis, it can be concluded that the pressure resistance ability, problem-solving ability, innovation ability, professional ethics, and service consciousness have a great impact on the post competency, and these elements are also the typical competency of marketing posts in the modern fast fashion clothing industry.

(2) The knowledge and skill needs of employees in marketing posts should match the work needs

Through the above research, we can see that there is always a deviation between the professional direction and the position of the employees in marketing posts, and most of them cannot achieve the "best use of talents". The mismatch of human capital will make it idle or underused for a long time, and the knowledge and skills owned by individuals will be lost rapidly. Only when the knowledge and skills correspond to the work needs can we realize the application of learning. Therefore, the marketing post should take the quality requirements as the goal and the service as the purpose. Before taking up the post, it is necessary to carry out the simulation teaching of the practical skills courses for the employees of the marketing posts, mainly based on the professional post competency factors, and clarify the actual post-work training through the simulation team, to improve the knowledge and skills of the marketing staff.

(3) Marketing staff need to constantly cultivate and improve their own personal characteristics and internal ability

According to the results of SPSS, personal traits include individual values, vision, and personal philosophy, which mainly focus on problem-solving ability and team cooperation ability. In the aspect of internal ability, it focuses on innovation ability and communication and coordination ability. Therefore, marketing staff needs to have a clear goal and direction. In the specific work process, they need to strengthen their psychological quality, competency, and ability characteristics by self-motivation and self-cultivation, and focus on cultivating their problem-solving ability and innovation ability, to bring better benefits to enterprises. At the same time, enterprises should also pay attention to the professional knowledge accumulation and ability training of marketing personnel and guide the multi-

level development of personnel training with post competency.

(4) The clothing industry in the first-tier cities of Beijing, Shanghai, Guangzhou, Shenzhen, and Dalian should pay attention to the competency training of employees in marketing posts

According to the analysis of the survey data, although there is a large demand for marketing posts in the clothing industry in the large front-line areas, the salary standard of the existing clothing enterprises is low, and the overall education level of the employees in the marketing posts is also low. Therefore, in the personnel training, we should train the marketing staff in the four dimensions of competence, especially for the innovative ability of the marketing staff. We should take professional and personalized guidance as the principle, start from the market-oriented principle, take the clothing marketing professional personnel training, and the industry post core ability training as the key work Make. To promote the realization of the docking between the professional personnel training of clothing marketing posts and the core competence of the industry posts.

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