

**Specification of Competency Standards**  
**for the Automotive Industry**  
**Unit of Competency**

Functional Area - Sales and Marketing

Title	Write promotion script for the marketing of vehicle products
Code	108594L5
Range	This unit of competency is applicable in workplaces relevant to the sales and marketing of vehicle products. Practitioners should be able to understand thoroughly the contextual functions in marketing creativity and can use appropriate language to write promotion script relating to the sales and marketing of vehicle products.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (The format and key points of automotive product sales and marketing documents)</p> <ul style="list-style-type: none"> <li>• Master thoroughly the contextual functions in marketing creativity.</li> <li>• Good understanding of common terminology and specific terms of the automotive industry.</li> <li>• Master about the format and key points of the promotion script for the sales and marketing of vehicle products.</li> <li>• Good understanding of thoroughly the established format and presentation methods employed by the organisation or the brand.</li> </ul> <p>2. Performance (Write promotion script for the sales and marketing of vehicle products)</p> <ul style="list-style-type: none"> <li>• Communicate with advertising agencies or other professional copywriters.</li> <li>• Maintain good relationship with the media of the automotive industry.</li> <li>• Employ appropriate language, charts/graphs to write related script according to the operation of the sales and marketing of vehicle products, such as: <ul style="list-style-type: none"> <li>○ Feature articles for publicity purposes</li> <li>○ Media plans</li> <li>○ Sales reports</li> <li>○ Marketing reports</li> <li>○ Sales letters and promotion leaflets</li> </ul> </li> <li>• Assess the proposals submitted by advertising agencies or other professional copywriters on the content of the script and make amendments.</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is:</p> <ul style="list-style-type: none"> <li>• Capable of understanding the format and key points of the promotion script for the sales and marketing of vehicle products; and</li> <li>• Capable of mastering thoroughly the contextual functions in marketing creativity and using appropriate language to write promotion script relating to the sales and marketing of vehicle products or assigning the job to professional people.</li> </ul>
Remark	