

1. Title	Use simple Putonghua to communicate with customers	
2. Code	BEZZCN206A	
3. Range	Master the basic Putonghua vocabularies and general marketing terminology of the beauty industry and use simple Putonghua to communicate with customers in routine working environments in beauty-related workplaces.	
4. Level	2	
5. Credit	6 (for reference only)	
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Basic Putonghua vocabularies and general marketing terminology of the beauty industry</p> <ul style="list-style-type: none"> ◆ Know about the Putonghua names of beauty products / services <ul style="list-style-type: none"> • Beauty products <ul style="list-style-type: none"> ▸ Cleansing products: milk, oil, soap, toner, etc. ▸ Nourishing and moisturizing products: serum, neck cream, eye cream, lotion, cream, facial mask, etc. ▸ Medicated products: acne treatment series, etc. ▸ Exfoliating products: scrubs, exfoliating cream, etc. ▸ Beautifying products: foundation, eyeshadows, lipstick, etc. ▸ Fragrances: perfume, cologne, etc. • Beauty services <ul style="list-style-type: none"> ▸ Skin care: problematic skin care, facial etc.massage, hand care, whitening care, etc. ▸ Beauty care: manicure, hair removal, eyelash curling, eyelash extension, mole removal, eyebrow tattoo, etc. ▸ Make-up: Modification of partial of whole face, make-up design, etc. ▸ Body and mind: aromatherapy, spa, ear candling, etc. ▸ Slimming and body care: bust care, slimming, etc. • General beauty equipments <p>◆ Know about the general marketing terminology for beauty products / services</p> <p>6.2 Use simple Putonghua for business communication with customers</p> <ul style="list-style-type: none"> ◆ Use simple Putonghua to communicate with customers in routine working environments <ul style="list-style-type: none"> • Greet customers • Explain prices to customers • Explain discounts, promotions and gifts to customers 	

	<ul style="list-style-type: none"> • Introduce the availability of delivery service, return of goods, replacement of goods, warranty and maintenance services to customers • Recommend beauty products to suit customers' needs • Describe the main ingredients and usage of beauty products to customers
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to master the basic Putonghua vocabularies and general marketing terminology of the beauty industry; and</p> <p>(ii) Capable to use simple Putonghua to communicate with customers in routine working environments.</p>
8. Remarks	