

1. Title	Promote beauty products and services
2. Code	BEZZCN302A
3. Range	Apply techniques of promotion and publicity for beauty products and services to promote beauty products and services of the organization effectively at beauty-related workplaces, so as to enhance the knowledge and image of the organization and achieve performance goals.
4. Level	3
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge related to beauty product and service promotion</p> <ul style="list-style-type: none"> ◆ Understand the definition of promotion ◆ Know about the characteristics and advantages of the beauty products and services provided by the organization <ul style="list-style-type: none"> • Beauty products, such as: cleansing materials, eye make-up removing materials, peeling materials, masks, make-up products and tools, aromatherapy oil • Beauty services, such as: facial care, make-up service, body care, nail and hand/foot care, aromatherapy massage ◆ Understand different ways of presenting or conveying information and the visual effects they produce, such as: formal, informal, visual (leaflet, poster, text, video), verbal (audio playing instrument, speech) ◆ Understand how different target groups affect the promotional activity <p>6.2 Launch promotional activities for beauty products and services</p> <ul style="list-style-type: none"> ◆ Launch promotional activities for beauty products and services effectively according to the goals set by the organization <ul style="list-style-type: none"> • Launch the promotional activities for beauty products and services according to the goals set and the legal requirements • Identify target groups to promote the characteristics and advantages of the beauty products and services • Create opportunities for the target groups to ask about the products and services being promoted • Encourage the target groups to use the products and services being promoted • Effectively use the resources throughout the promotional activities

	<ul style="list-style-type: none"> • Adjust the promotional activities to adapt the changing situation • Review the performance of the promotional activities according to the performance indicators agreed in advance by the superiors
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to master techniques for launching promotional activities for beauty products and services to promote such products and services of the organization effectively according to the goals set, so as to enhance the knowledge and image of the organization and achieve performance goals; and</p> <p>(ii) Capable to review the performance of the promotional activities according to the performance indicators agreed in advance by the superiors.</p>
8. Remarks	