

1. Title	Formulate training programme promotion strategies
2. Code	BEZZMS504A
3. Range	Master the industry-related information and formulate a set of effective beauty training programme promotion strategies in beauty training venues and relevant working locations according to the objectives and mission of the beauty training centre / organization.
4. Level	5
5. Credit	6 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the principles and details of training programme promotion strategies</p> <ul style="list-style-type: none"> ◆ Understand the objectives and mission of the beauty training centre / organization ◆ Understand the overall development trend of training programmes of the industry ◆ Understand the characteristics of competitors ◆ Understand the purposes of promoting a beauty training programme, including: <ul style="list-style-type: none"> • Enhancing market knowledge of the training courses or organization • Regular promotion of the training organization • Enhancing the competitiveness and edge of the training organization in the market • Attracting potential trainees to take the beauty training courses • Improving enrolment rate ◆ Understand general methods for promoting beauty training programmes, such as: <ul style="list-style-type: none"> • Campus promotion • Promotional booklets and leaflets • Other printed matters • Direct mail • Internet • Seminars or exhibitions

	<p>6.2 Formulate training programme promotion strategies</p> <ul style="list-style-type: none"> ◆ Understand the content and details of beauty training programme promotion ◆ Understand considerations for training programme promotion strategies, such as: <ul style="list-style-type: none"> • Period, venues, forms and intervals for promotion • Expected results • Resources and time needed • Kinds and allocation of resources needed ◆ Understand the methods and techniques of compiling promotion strategy report ◆ Understand the necessity and importance of conducting promotion performance assessment ◆ Understand the assessment criteria for promotion strategies <ul style="list-style-type: none"> ◆ Correctly master the overall development trend of training programmes of the industry and information of competitors, and formulate a set of effective beauty training programme promotion strategies according to the objectives and mission of the beauty training centre/ organization ◆ Conduct reviews and assessments on all plans for promotion strategies, collect performance data of the promotion strategies, and compile a systematic analytical report with constructive recommendations ◆ Keep the information and report properly for future reference
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to master the industry-related information and formulate a set of effective beauty training programme promotion strategies according to the objectives and mission of the beauty training centre / organization; and (ii) Capable to conduct reviews and assessments on all plans for promotion strategies, collect performance data of the promotion strategies, and compile a systematic analytical report with constructive recommendations.
8. Remarks	