

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

Functional Area - Sales and Service Skills

Title	Understand marketing
Code	108506L3
Range	This unit of competency applies to practitioners of the production section in Chinese restaurants and establishments. While working in restaurants or relevant workplaces, practitioners should be able to master the knowledge of food marketing and promote the sales of products.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of marketing:</p> <ul style="list-style-type: none"> <li>• Possess the knowledge of food marketing, including: <ul style="list-style-type: none"> <li>○ Definitions and functions of the market</li> <li>○ Functional areas of food marketing and market forecasts, etc.</li> </ul> </li> <li>• Possess marketing knowledge, such as: <ul style="list-style-type: none"> <li>○ Product concepts</li> <li>○ Brand building</li> </ul> </li> <li>• Possess a high sensitivity to market changes</li> </ul> <p>2. Understand marketing:</p> <ul style="list-style-type: none"> <li>• During work, always pay attention to the marketing conditions of the food market and the possible impact on the restaurants or establishments, etc.</li> <li>• Apply marketing knowledge properly to implement the marketing plans of products of various production sections</li> <li>• Report to supervisors the changes of the food market in a timely manner and provide corresponding measures</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Always understand and explain the marketing conditions of the market in a dedicated and impartial manner at work</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Understand the functional areas of food marketing and market forecasts</li> <li>• Master marketing knowledge such as product concepts and brand building</li> </ul>
Remark	