

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Sales and Service Skills

Title	Organize advertising activities
Code	108507L3
Range	This unit of competency applies to all restaurant and catering practitioners involved with marketing. In this age of “digital information” society marketing on the internet is common but more traditional method (non-internet) is still effective for restaurant, particularly when target customers are local. This UoC covers competence for organizing advertising activities using non-internet advertising tools.
Level	3
Credit	4
Competency	<p>Performance Requirements</p> <p>1. Knowledge for organizing advertising activities</p> <ul style="list-style-type: none"> • Possess good business and people management skills • Possess good communication and interpersonal skills that can work and communicate with people of all levels • Possess good coordination and organization skills • Possess basic knowledge of public relation concepts and techniques • Possess good advertising material production skills • Possess good knowledge of the establishment’s (restaurant) marketing plan <p>2. Organize advertising activities:</p> <ul style="list-style-type: none"> • Understand the establishment’s promotion plan and clarify advertising objectives, resources, timeline with appropriate stakeholders • Research and identify the best advertising method that are best suited for current advertising campaign to achieve the targets and goals. Advertising methods including: <ul style="list-style-type: none"> ○ Word of Mouth Bar Advertising ○ Paper Flyers and Table Tents placed at tables ○ Newspapers ○ Radio and/or Television • Identify suitable service provider for delivery of advertising activities and request costing proposal • Calculate and justify resources for each component of proposed advertising activity • Develop schedule for the proposed advertising activities, considering of the following: <ul style="list-style-type: none"> ○ Each advertising activity with timing and duration ○ Time for meeting and working with creative media production ○ Time allowed for printing agent ○ Etc. • Work with service provider to implement the advertising activity, including: <ul style="list-style-type: none"> ○ Provide establishment’ branding materials ○ Drafting scripts/articles ○ Photo sessions of dishes ○ Customers’ reviews ○ Etc. • Monitor advertising activities’ progress using objective measuring techniques, For example: <ul style="list-style-type: none"> ○ Total number of respondents take up or enquire on promotion offers ○ Increased in customers and revenue ○ Increased number of promoted food items during the period

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	<ul style="list-style-type: none"> • Review and document advertising results, in accordance with establishments standards, for reporting to supervisor or stakeholders <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure advertising material provide correct information and conform to any legal requirements. For example: photograph reflect true representation of the dish
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Fully understand the promotion plan, requirements, targets and goals of the advertising activities • Organize and liaise with advertising service providers to ensure the advertising activities are complete as planned, on schedule and within budget • Use correct tools to monitor all the advertising activities and create reports, that conformed to the establishment standards, and can provide precise measurements and results against expected targets/goals of the activities
Remark	