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| 1. Title               | Launch basic marketing and sales courses and training programmes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 2. Code                | EMELMS202A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 3. Range               | Applicable to marketing and sales of electrical equipment and engineering services. Launch basic marketing and sales courses and training programmes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 4. Level               | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 5. Credit              | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 6. Competency          | <p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the details of electrical equipment or services to be sold, and relevant marketing and sales methods and operation of company system</p> <ul style="list-style-type: none"> <li>◆ Understand general information such as the functions, characteristics, prices and competitors of the electrical equipment or services to be sold</li> <li>◆ Understand the operation of the basic marketing and sales system of the company</li> </ul> <p>6.2 Launch basic marketing and sales courses and training programmes</p> <ul style="list-style-type: none"> <li>◆ Launch basic marketing and sales courses and training programmes according to supervisor's instructions, including: <ul style="list-style-type: none"> <li>• Demonstrating the operation of various electrical equipment and services</li> <li>• Decorating the training venue</li> <li>• Producing promotional leaflets</li> <li>• Producing training handouts</li> </ul> </li> </ul> |
| 7. Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to understand general information on the electrical equipment or services to be sold; and</p> <p>(ii) Capable to launch general marketing and sales training plans according to supervisor's instructions.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 8. Remarks             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |