

1. Title	Master the market trend of general electrical products and relevant marketing development skills
2. Code	EMELMS301A
3. Range	Applicable to marketing and sales of electrical works. Master the market trend of general electrical products or engineering services and relevant marketing development skills.
4. Level	3
5. Credit	3
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Know about the market trend of general electrical products or engineering services</p> <ul style="list-style-type: none"> ◆ Master the market information on electrical products or engineering services and the market trend of general electrical products or engineering services: <ul style="list-style-type: none"> • Characteristics and merits of electrical products or engineering services • Demand for electrical products or engineering services in different markets • Factors affecting the market trend of electrical products or engineering services, including: social factor, economic factor, environmental protection factor, technological factor, etc. • Market competition condition for electrical products or engineering services <p>6.2 Master the marketing development skills for general electrical products or engineering services</p> <ul style="list-style-type: none"> ◆ Master the marketing development skills for general electrical products or engineering services, such as: <ul style="list-style-type: none"> • Media of professional bodies e.g. publications, introduction leaflets and posters of professional bodies • Using IT to promote e.g. putting ads on the internet • Promoting products in exhibitions • Organizing promotional activities e.g. competitions, exchange forums, etc.
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to master the market trend of electrical products or engineering services according to their market information; and</p> <p>(ii) Capable to master the marketing development skills for general electrical products or engineering services in order to perform general electrical product or engineering service promotion.</p>
8. Remarks	