

1. Title	Implement marketing and sales courses and training programmes
2. Code	EMELMS502A
3. Range	Applicable to the marketing and sales of electrical works. Implement marketing and sales courses and training programmes and encourage and enhance safety awareness of staff.
4. Level	5
5. Credit	3
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the measures and results of promoting marketing and sales courses and training programmes</p> <ul style="list-style-type: none"> ◆ Understand the measures and results of marketing and sales courses and training programmes, including: making use of the influence of corporate policy, leaflets, email, internet, product website, continuous staff training, merit assessment, performance incentives, extracurricular activities, etc. <p>6.2 Implement marketing and sales courses and training programmes</p> <ul style="list-style-type: none"> ◆ Formulate measures to promote training programmes to encourage staff to actively participate in marketing and sales courses and training programmes to enhance staff awareness of marketing and sales ◆ Implement marketing and sales courses and training programmes of the company, including arranging the following: venue, course scheduling, publicity, student recruitment, instructors of the course, etc.
7. Assessment Criteria	The integrated outcome requirement of this unit of competency is: (i) Capable to implement marketing and sales courses and training programmes of the company.
8. Remarks	