

1. Title	Formulate human resources strategy to enhance the quality of marketing staff
2. Code	EMELMS503A
3. Range	Applicable to the operation management of electrical works. Master marketing and sales technical human resources market supply situation in order to formulate marketing and sales human resources strategy and plans.
4. Level	5
5. Credit	9
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the market supply of marketing and sales technical human resources</p> <ul style="list-style-type: none"> <li>◆ Understand marketing and sales technical human resources market supply situation including: <ul style="list-style-type: none"> <li>• Relevant human resources statistics</li> <li>• Market demand for relevant human resources</li> <li>• Price paid to retain competent staff</li> </ul> </li> <li>◆ Understand the quality of the marketing and sales staff of the company, including: <ul style="list-style-type: none"> <li>• Sales staff's marketing knowledge</li> <li>• Sales staff's knowledge of engineering products or services</li> <li>• Sales staff's communication skills</li> <li>• Sales staff's interpersonal skills</li> </ul> </li> </ul> <p>6.2 Formulate human resources strategy and plans to enhance marketing staff quality</p> <ul style="list-style-type: none"> <li>◆ Follow corporate operational strategy to formulate marketing human resources strategy and plans to enhance marketing staff quality, including: <ul style="list-style-type: none"> <li>• Manpower supply and demand of relevant markets</li> <li>• Assessing organization's demand for the number of marketing staff and team quality</li> <li>• Formulating the goals and plans of marketing manpower training</li> <li>• Formulating marketing manpower recruitment strategy and plans</li> <li>• Effectively managing the staff attrition problem</li> </ul> </li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to master the manpower market supply situation and the quality of the marketing and sales staff of the organization; and</p> <p>(ii) Capable to formulate human resources strategy and plans to enhance the quality of marketing staff.</p>
8. Remarks	