erform sales and marketing related to engineering projects.         4. Level       3         5. Credits       3         6. Competency <ul> <li>Basic concepts of sales and marketing</li> <li>Understand basic concepts of sales and marketing process of an engineering project:             <ul> <li>Quotation</li> <li>Preparations for the project</li> <li>Quotation</li> <li>Preparations for the project:</li> <li>Quotation</li> <li>Requirement details of the operation, debugging and commissioning of electrical and mechanical equipment</li> <li>Requirement details of the operation, maintenance an electrical and mechanical equipment</li> <li>Requirement details of the operation, maintenance an electrical and mechanical equipment</li> <li>Sales and marketing techniques</li> <li>Sales and marketing techniques for specific fectrical mechanical installation products and engineering serry general advertisement and leaflets by post</li> <li>Sales and marketing techniques for sales and marketing serry professional advertisement for engineering and business-to-business direct sale</li> <li>Sales and marketing review</li> <li>Authority and responsibilities of sales and marketing</li> <li>Sales and marketing flowchart</li> <li>Sales and marketing review</li> <li>Concepts and limitations of local sales and marketing review</li></ul></li></ul>	Title A	Apply sales and marketing techniques
erform sales and marketing related to engineering projects.         4. Level       3         5. Credits       3         6. Competency <ul> <li>Basic concepts of sales and marketing</li> <li>Understand basic concepts of sales and marketing process of an engineering project:                 <ul> <li>Quotation</li> <li>Preparations for the project</li> <li>Quotation</li> <li>Preparations for the project</li> <li>Design and procurement</li> <li>Electrical and mechanical equipment installation</li> <li>Requirement details of the operation, maintenance an electrical and mechanical equipment</li> <li>Requirement details of the operation, maintenance an electrical and mechanical equipment</li> <li>Sales and marketing techniques for sales and marketing techniques for sales and marketing techniques for specific electrical mechanical installation products and engineering serporpressional advertisement for engineering serporpressional advertisement for engineering and business-to-business direct sale</li> <li>Sales and marketing for sales and marketing advertise of sales and marketing serporpressional advertisement for engineering serporpressional advertisement for engineering serporpressional advertisement for sales and marketing selection of sales and marketing</li> <li>Sales and marketing flowchart</li> <li>Sales and marketing review</li> </ul> </li> <li>The integrated outcome requirement of this unit of competency is:</li></ul>	Code E	EMCUMS301A
5. Credits       3         6. Competency       Performance Requirements         6.1 Basic concepts of sales and marketing       Understand basic concepts of sales and marketing process of an engineering project: <ul> <li>Quotation</li> <li>Preparations for the project</li> <li>Design and procurement</li> <li>Electrical and mechanical equipment installation</li> <li>Requirement details of the inspection, debugging and commissioning of electrical and mechanical equipment</li> <li>Requirement details of the operation, maintenance an electrical and mechanical equipment</li> <li>Sales and marketing techniques</li> <li>Sales and marketing techniques for general electrical mechanical installation products and engineering sergeneral newspaper advertisement and leaflets by post sales and marketing techniques different levels</li> <li>Sales and marketing different levels</li> <li>Concepts and limitations of local sales and marketing different levels</li> <li>Concepts and limitations of local sales and marketing</li> <li>Sales and marketing flowchart</li> <li>Sales and marketing flowchart</li> </ul>	-	Apply sales and marketing techniques, in workplaces where electrical sales and marketing is involved, to erform sales and marketing related to engineering projects.
6. Competency       Performance Requirements         6.1       Basic concepts of sales and marketing         9       Understand basic concepts of sales and marketing process of an engineering project: <ul> <li>Quotation</li> <li>Preparations for the project</li> <li>Design and procurement</li> <li>Electrical and mechanical equipment installation</li> <li>Requirement details of the inspection, debugging and commissioning of electrical and mechanical equipment</li> <li>Requirement details of the operation, maintenance an electrical and mechanical equipment</li> <li>Sales and marketing techniques</li> <li>Sales and marketing techniques</li> <li>Sales and marketing techniques for specific electrical mechanical installation products and engineering sergeneral newspaper advertisement and leaflets by post</li> <li>Sales and marketing techniques for specific electrical mechanical installation products and engineering sergences and marketing techniques for specific electrical mechanical installation products and engineering serprofessional advertisement for engineering and business-to-business direct sale</li> <li>Sales and marketing meropower organizational chart</li> <li>Authority and responsibilities of sales and marketing different levels</li> <li>Concepts and limitations of local sales and marketing sergences and marketing flowchart</li> <li>Sales and marketing flowchart</li> <li>Sales and marketing review</li> </ul>	Level 3	
6.1       Basic concepts of sales and marketing         9       Understand basic concepts of sales and marketing process of an engineering project: <ul> <li>Quotation</li> <li>Preparations for the project</li> <li>Design and procurement</li> <li>Electrical and mechanical equipment installation</li> <li>Requirement details of the inspection, debugging and commissioning of electrical and mechanical equipment</li> <li>Requirement details of the operation, maintenance an electrical and mechanical equipment</li> <li>Requirement details of the operation, maintenance an electrical and mechanical equipment</li> <li>Requirement details of regeneral electrical mechanical installation products and engineering series and marketing techniques</li> <li>Sales and marketing techniques for general electrical mechanical installation products and engineering series professional advertisement for engineering and business-to-business direct sale</li> <li>Sales and marketing manpower organizational chart</li> <li>Authority and responsibilities of sales and marketing different levels</li> <li>Concepts and limitations of local sales and marketing</li> <li>Sales and marketing review</li> </ul> 7. Assessment     The integrated outcome requirement of this unit of competency is:         Criteria       (i)       Capable to apply sales and marketing techniques to perform sales and marketing recting uses and marketing techniques to perform sales and marketing recting uses and marketing techniques to perform sales and marketing recting uses and marketing techniques to perform sales and marketing review	Credits 3	
sales and marketingUnderstand the relationship between sales and marketing process of an engineering project: 	Competency	Performance Requirements
<ul> <li>7. Assessment The integrated outcome requirement of this unit of competency is:</li> <li>Criteria (i) Capable to apply sales and marketing techniques to perform sales and marketing related to apply sales and marketing techniques to perform sales and marketing related to apply sales and marketing techniques to perform sales and marketing related to apply sales and marketing techniques to perform sales and marketing related to apply sales and marketing techniques to perform sales and marketing related to apply sales and marketing techniques to perform sales and marketing related to apply sales and marketing techniques to perform sales and marketing related to apply sales and marketing techniques to perform sales and marketing related to apply sales and marketing techniques to perform sales and marketing related to apply sales and marketing techniques to perform sales and marketing related to apply sales and marketing techniques to perform sales and marketing related to apply sales and marketing techniques to perform sales and marketing related to apply sales and marketing techniques to perform sales and marketing techniques tec</li></ul>		<ul> <li>sales and marketing</li> <li>Understand the relationship between sales and marketing and different process of an engineering project:         <ul> <li>Quotation</li> <li>Preparations for the project</li> <li>Design and procurement</li> <li>Electrical and mechanical equipment installation</li> <li>Requirement details of the inspection, debugging and commissioning of electrical and mechanical equipment</li> <li>Requirement details of the operation, maintenance and servicing or electrical and mechanical equipment</li> </ul> </li> <li>Sales and marketing</li> <li>Know the application of all types of sales and marketing methods such as:         <ul> <li>Sales and marketing techniques for general electrical and mechanical installation products and engineering services, e.g. general newspaper advertisement and leaflets by post</li> <li>Sales and marketing techniques for specific electrical and mechanical installation products and engineering services, e.g. professional advertisement for engineering and business-to-business direct sale</li> <li>Sales and marketing manpower organizational chart</li> <li>Authority and responsibilities of sales and marketing staff at different levels</li> <li>Concepts and limitations of local sales and marketing network</li> <li>Sales and marketing flowchart</li> </ul> </li> </ul>
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