

Specification of Competency Standards of the Retail Industry

**Unit of Competency**

**Functional Area: Sales and Marketing**

Title	Manage goods promotional activities
Code	105055L4
Range	This unit of competency (UoC) is applicable to staff responsible for promotional activities in the retail industry. It covers the abilities to analyze and judge meticulously; manage goods promotional activities effectively in accordance with factors such as the organization's marketing plan, business objectives and resources invested and assist the organization's retail business development.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of goods promotional activities <ul style="list-style-type: none"> <li>• Possess international marketing knowledge</li> <li>• Understand marketing theories</li> <li>• Understand the organization's marketing objectives and resources invested in promotion and publicity</li> <li>• Understand goods provided by the organization and details of goods to be launched, including: <ul style="list-style-type: none"> <li>• Existing/expected sales performance of goods</li> <li>• Different sales channels of goods</li> <li>• Different groups of target customers of goods</li> <li>• Basic factors affecting the sales performance of goods, etc.</li> </ul> </li> <li>• Understand the procedures for collecting and reporting the sales information of goods</li> <li>• Master the business skills and system management methods for goods promotional activities</li> <li>• Master manpower and interpersonal skills for goods promotional activities</li> <li>• Understand related business ordinances and codes governing goods promotion</li> </ul> </li> <li>2. Manage goods promotional activities <ul style="list-style-type: none"> <li>• Apply sound organization and management skills to manage, coordinate and monitor the goods promotional activities of the organization, including: <ul style="list-style-type: none"> <li>• Plan publicity and promotional activities <ul style="list-style-type: none"> <li>• Refer to related information channels to give assistance in the planning of publicity and promotional activities</li> <li>• Devise and assess publicity and promotional activities to ensure that they fulfil the requirements of the company and are suitable for local culture</li> <li>• Plan publicity and promotional activities according to market demand</li> <li>• Discuss with related persons to decide the overall publicity and promotion policy/direction</li> <li>• Cooperate with colleagues of the accounting department to ensure that the schedule and costs of promotional activities fall within resources budget</li> <li>• Formulate the entire promotional plan for products and/or service to be promoted</li> </ul> </li> <li>• Arrange publicity and promotional activities <ul style="list-style-type: none"> <li>• Find out and arrange resources required for supporting publicity and promotional activities in order to achieve intended objectives</li> <li>• Find out, decide and allocate duties and responsibilities of overseas and local staff responsible for publicity and promotional activities</li> <li>• Build relationship with the target groups of the overseas market</li> <li>• Support overseas staff who are engaged in publicity and promotional activities</li> <li>• Make use of business network to organize publicity and promotional activities</li> </ul> </li> <li>• Review publicity and promotional activities <ul style="list-style-type: none"> <li>• Listen to customers' feedback to assess the effectiveness of publicity and promotional activities and give suggestions for future activities</li> <li>• Assess the effectiveness of the planning process in order to formulate and improve future planning for publicity and promotional activities</li> <li>• Analyze costs and schedule in order to calculate the effectiveness of publicity and promotional activities</li> <li>• Give suggestions and constructive opinions for future development direction</li> </ul> </li> </ul> </li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Ensure the adherence to all ordinances and governing codes when managing goods promotional activities</li> </ul> </li> </ol>

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"><li>• Manage goods promotional activities in accordance with factors such as the organization's business objectives and invested resources; and</li><li>• Review the effectiveness of publicity and promotional activities and give suggestions for improving future publicity activities.</li></ul>
Remark	