

Unit of Competency

Functional Area: Sales and Merchandising

Title	Develop and implement promotion plans
Code	105262L4
Range	This unit of competency is applicable to practitioners in the import and export industry to develop, implement, and evaluate promotion plans in according to the company's marketing strategies.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge of product promotion <ul style="list-style-type: none"> • Describe the positioning of the products to be promoted • Describe the use of promotional packages, e.g., brochures, business cards, factsheets, price lists, and folders • Describe the use of promotional aids, e.g., catalogues, display items, newsletters, samples, and websites 2.1. Develop promotion plans <ul style="list-style-type: none"> • Identify positioning of the products in accordance with the company's marketing strategies • Determine overall promotion objective • Collect relevant information to support planning of promotional activities • Identify and select promotional activities in accordance with marketing strategies and organisational requirements • Plan and schedule promotional activities according to the company's marketing strategies • Prepare budget for conducting the promotion activities • Develop detailed course of actions to promote products 2.2. Implement promotion plans <ul style="list-style-type: none"> • Identify and allocate staff and resources to support promotional activities both in international and domestic settings • Develop promotional packages and promotional aids • Use business networks to assist in the implementation of promotional activities • Identify and agree with support staff members on their roles and responsibilities to conduct promotional activities • Establish relationships with targeted groups, in both overseas and local settings, to enhance the positive image of the company • Oversee the implementation of promotion plans 3. Evaluate promotion activities <ul style="list-style-type: none"> • Establish performance standard of the promotion activities, e.g., budget, sales volume, and feedback from customers • Measure the actual performance against the standard • Evaluate the effectiveness of the promotion activities • Provide recommendations for future improvements
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of developing promotion plans • Capable of implementing promotion plans • Capable of measuring and evaluating the performance of promotion plans
Remark	