

## Specification of Competency Standards for the Logistics Industry

### Unit of Competency

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| 1. Title               | Implement marketing and promotional activities  |
| 2. Code                | LOCUSM320A  |
| 3. Range               | This unit of competency is applicable to logistics service providers. Practitioners should be capable of implementing marketing and promotional logistics related activities.   |
| 4. Level               | 3   |
| 5. Credits             | 3 (for reference only)  |
| 6. Competency          | <p>6.1 Know about marketing management and sales promotion</p> <ul style="list-style-type: none"> <li>• Understand the operations of the logistics industry</li> <li>• Understand the business policy of the company</li> <li>• Understand the concepts of sales promotion (i.e., the use of diverse tools to stimulate purchase of products or services)</li> <li>• Understand the concepts of sales and marketing in the logistics industry</li> <li>• Knowledge of the 4Ps components (i.e., product, price, place, and promotion) and the 4Cs components of marketing mix (i.e., customer solution, customer cost, convenience, and communication)</li> </ul> <p>6.2.1 Plan marketing and promotional activities</p> <ul style="list-style-type: none"> <li>• Identify needs and goals for marketing and promotional activities</li> <li>• Investigate previous market activities to provide references</li> <li>• Identify and analyse relevant policies and procedures in relation to conduct marketing and promotional activities</li> <li>• Identify expected outcomes of marketing and promotional activities</li> <li>• Conduct analysis on collected market information</li> <li>• Plan marketing and promotional activities in accordance with the company's marketing needs</li> <li>• Obtain approval from relevant personnel</li> <li>• Ensure costs and schedules of marketing and promotional activities are in line with the budget</li> <li>• Develop contingency plan</li> </ul> <p>6.2.2 Implement and manage marketing and promotional activities</p> <ul style="list-style-type: none"> <li>• Determine and access resources required to carry out the marketing activities</li> <li>• Identify and organise resources to facilitate marketing activities to achieve the predetermined goals</li> <li>• Undertake marketing activities</li> <li>• Monitor marketing activities, review and amend activity plans where appropriate</li> </ul> <p>6.2.3 Review and report on marketing and promotional activities</p> <ul style="list-style-type: none"> <li>• Collect and analyse feedback from customers to evaluate the results of marketing and promotional activities</li> <li>• Assess the effectiveness of marketing and promotion activities to identify possible improvements</li> <li>• Provide feedback to relevant personnel who participated in the marketing and promotional activities</li> <li>• Analyse costs and schedules to assess the benefits generated from the marketing and promotional activities</li> <li>• Provide recommendations and constructive advice on future directions</li> </ul> |
| 7. Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable of planning and implementing marketing activities</li> <li>• Capable of reviewing the effectiveness of the marketing plan</li> </ul>  |
| 8. Remarks             |   |

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| 1. Title | Assess customer transport requirements |
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