

Specification of Competency Standards for the Logistics Industry

Unit of Competency

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| 1. Title | Promote products and services |
| 2. Code | LOCUSM511A |
| 3. Range | This unit of competency is applicable to logistics service providers. Practitioners should be capable of promoting products and/or services to international markets including the tasks of planning, co-ordinating, reviewing and reporting on promotional activities. |
| 4. Level | 5 |
| 5. Credit | 3 (for reference only) |
| 6. Competency | <u>Performance Requirements:</u> |
| | <p>6.1 Knowledge of international marketing</p> <ul style="list-style-type: none"> • Know about the principles of marketing • Know about the principles of promotion • Understand company policy and procedures • Understand relevant regulatory requirements <p>6.2.1 Plan promotional activities</p> <ul style="list-style-type: none"> • Access relevant information sources to support planning of promotional activities • Assess and ensure promotional activities are consistent with company requirements and are culturally appropriate • Plan promotional activities to meet marketing needs • Determine overall promotional objectives with relevant personnel • Ensure timelines and costs for promotion of activities are within budget resources • Prepare action plans for promotional products/services <p>6.2.2 Organise promotional activities</p> <ul style="list-style-type: none"> • Identify and organise resources to facilitate promotional activities to achieve the predetermined goals • Identify, determine and allocate roles and responsibilities of overseas and local personnel to handle promotional activities • Develop effective relationships with targeted groups • Provide support to overseas personnel involved in promotional activities • Implement promotional activities with business networks <p>6.3 Review promotional activities</p> <ul style="list-style-type: none"> • Receive customer feedback to evaluate the effectiveness of the promotional activities • Evaluate the effectiveness of planning processes and provide recommendations for future activities • Provide feedback to relevant personnel who participated in the promotional activities • Analyse costs and schedules to assess the benefits generated from the promotional activities • Provide recommendations and constructive advice on future directions |
| 7. Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of demonstrating the skills of planning, co-ordinating and reviewing of promotional activities in accordance with marketing plans and market research undertaken for the relevant markets • Capable of reviewing and reporting detailed promotional activities and provide recommendations to enhance the performance of future promotional activities |
| 8. Remarks | |