

**Specification of Competency Standards for the Logistics Industry**

**Unit of Competency**

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	

1. Title	Assess customer transport requirements
----------	--