

Specification of Competency Standards for the Logistics Industry

Unit of Competency

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	<p style="text-align: center;"><u>Performance Requirements:</u></p> <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	