

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Implement marketing and promotional activities
Code	LOCUSM320B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of implementing marketing and promotional logistics related activities.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about marketing management and sales promotion <ul style="list-style-type: none"> • Understand the operations of the logistics industry • Understand the business policy of the company • Understand the concepts of sales and marketing in the logistics industry • Possess the knowledge of 7Ps, 7Cs, marketing power, BCG and related marketing tools and their details. • Understand big data and other e-marketing activities • Understand the concepts of sales promotion (i.e., the use of diverse tools to stimulate purchase of products or services) 2. Plan marketing and promotional activities <ul style="list-style-type: none"> • Identify needs and goals for marketing and promotional activities • Investigate previous market activities to provide references • Identify and analyse relevant policies and procedures in relation to conduct marketing and promotional activities • Identify expected outcomes of marketing and promotional activities • Conduct analysis on collected market information • Plan marketing and promotional activities in accordance with the company's marketing needs and obtain approval from relevant personnel • Ensure costs and schedules of marketing and promotional activities are in line with the budget • Develop contingency plan • Develop new marketing channels like e-marketing 3. Implement and manage marketing and promotional activities <ul style="list-style-type: none"> • Determine and access resources required to carry out the marketing activities • Identify and organise resources to facilitate marketing activities to achieve the predetermined goals • Undertake marketing activities • Monitor marketing activities, review and amend activity plans where appropriate 4. Review and report on marketing and promotional activities <ul style="list-style-type: none"> • Collect and analyse feedback from customers to evaluate the results of marketing and promotional activities • Assess the effectiveness of marketing and promotion activities to identify possible improvements • Provide feedback to relevant personnel who participated in the marketing and promotional activities • Analyse costs and schedules to assess the benefits generated from the marketing and promotional activities

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	<ul style="list-style-type: none">• Provide recommendations and constructive advice on future directions• Evaluate the result of each marketing activities as per plan
Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none">• Capable of planning and implementing marketing activities;• Capable of reviewing the effectiveness of the marketing plan; and• Capable of developing new marketing channels
Remark	