

Specification of Competency Standards
for the Printing and Publishing Industry
Unit of Competency

1. Title	Master use of marketing skills
2. Code	PPPRCR401A
3. Level	4
4. Credit	12
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Master sales team building</p> <ul style="list-style-type: none"> ◆ Understand methods and skills for achieving annual turnover and profit targets ◆ Master skills for encouraging marketing personnel to generate sales ◆ Master methods of sales personnel training <p>5.2 Know how to identify customer with biggest contribution to profit of company</p> <ul style="list-style-type: none"> ◆ Master skills for analyzing individual customer's contribution to profit of company ◆ Able to identify customer with biggest contribution to profit of company <p>5.3 Apply effective media promotion skills</p> <ul style="list-style-type: none"> ◆ Master characteristics of useful media for promoting printed product ◆ Able to use media effectively to promote printed product of company <p>5.4 Use effective promotion method and marketing skills</p> <ul style="list-style-type: none"> ◆ Assist in building strong sales team for department according to set policy, promote print products through useful media and apply 'customer-oriented' marketing skills to assist in achieving set targets for turnover and profit

6. Range	Assist in building strong sales team for department according to set policy, promote print products through useful media and apply 'customer-oriented' marketing skills to assist in achieving set targets for turnover and profit and perform related tasks in sales department.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to assist in building strong sales team for department according to set policy, promote print products through useful media and apply 'customer-oriented' marketing skills to assist in achieving set targets for full year turnover and profit.
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of marketing skills.