

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

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| 1. Title | Understand distribution flow |
| 2. Code | PPPUDS302A |
| 3. Level | 3 |
| 4. Credit | 12 |
| 5. Competency | <p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Understand concept and process of distribution</p> <ul style="list-style-type: none"> ◆ Understand concept and process of distribution ◆ Understand relationship between distribution and other segments of publication <p>5.2 Understand publishing market structure and information</p> <ul style="list-style-type: none"> ◆ Understand publishing market structure, relationship between elements and effect on supply and demand ◆ Understand source of information on publishing market development <p>5.3 Understand distribution channel and mode of selling</p> <ul style="list-style-type: none"> ◆ Understand major distribution channels and modes of sales ◆ Understand costs involved in different segments <p>5.4 Understand publication promotion and marketing</p> <ul style="list-style-type: none"> ◆ Understand methods and effectiveness of publication promotion and marketing ◆ Understand prevailing social condition and cultural trend |

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| | <p>5.5 Carry out promotion, sales and distribution</p> <p>◆ Assist in carrying out cost effective promotion, sales and distribution based on market condition of the place of publication and according to set distribution plan</p> |
| 6. Range | <p>Assist in carrying out cost effective promotion, sales and distribution based on market condition of the place of publication and according to set distribution plan and perform related tasks in distribution department.</p> |
| 7. Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Able to assist in carrying out cost effective promotion, sales and distribution based on market condition of the place of publication and according to set distribution plan and perform related tasks.</p> |
| 8. Remarks | <p>This unit of competency is applicable to publishing practitioners in general.</p> |