

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

1. Title	Price management
2. Code	PPPUDS402A
3. Level	4
4. Credit	12
5. Competency	<p style="text-align: center;"><b><u>Performance Requirements</u></b></p> <p>5.1 Understand publication cost      ♦ Understand characteristics and items of fixed and variable costs of publication</p> <p>5.2 Understand cost-volume-profit analysis and price element      ♦ Understand cost-volume-profit analysis ♦ Understand factors, targets and methods of pricing</p> <p>5.3 Assist in publication pricing      Assist in deciding best price for publication according to set sales strategy and based on the characteristics of publication cost and cost-volume-profit analytical information</p>
6. Range	Assist in deciding best price for publication according to set sales strategy and based on the characteristics of publication cost and cost-volume-profit analytical information and perform related tasks in marketing and sales department.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to assist in deciding best prices for publications according to set sales strategy and based on the characteristics of publication costs and cost-volume-profit analytical information and perform related tasks.

8.Remarks	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of sales and marketing.
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