

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

1. Title	Formulate sales plan
2. Code	PPPUDS502A
3. Level	5
4. Credit	12
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Understand readership and spending power      ♦ Understand readership and spending power in relation to publication</p> <p>5.2 Understand print run and cost of publication      ♦ Understand optimized print run and cost for publication</p> <p>5.3 Formulate sales and marketing plan for publishing enterprise      ♦ Understand factors affecting fulfillment of sales and marketing purposes</p> <p>5.4 Formulate and implement sales and marketing strategy and plan for publication      ♦ Formulate and implement sales and marketing strategy and plan for publication according to set market plan of publishing enterprise</p>
6. Range	Formulate and implement sales and marketing strategy and plan and perform related tasks in sales department.

<p>7. Assessment Criteria</p>	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"><li>(i) Able to formulate and implement sales and marketing strategy and plan for publication according to set market plan of publishing enterprise.</li></ul>
<p>8. Remarks</p>	<p>The credit value of this unit of competency is based on the assumption that the learner has knowledge of publishing sales management.</p>