

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

1. Title	Master book promotion strategy
2. Code	PPPUMK402A
3. Level	4
4. Credit	12
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Master sales cycle of books      ♦ Master sales cycle of books</p> <p>5.2 Master promotion strategy and plan      ♦ Master methods and procedures for formulating promotion strategy and plan</p> <p>5.3 Master brand building for books      ♦ Master systematic conversion of promotion into brand building</p> <p>5.4 Assist in formulating and adopting book promotion strategy and plan      ♦ Assist in formulating and adopting book promotion strategy and plan and convert promotion into brand building systematically based on book sales cycle and according to set strategy</p>
6. Range	Assist in formulating and adopting book promotion strategy and plan and convert promotion into brand building systematically based on book sales cycle and according to set strategy and perform related tasks in marketing department and sales department.

7. Assessment Criteria	The integrated outcome requirements of this unit of competency are:  (i) Able to assist in formulating and adopting book promotion strategy and plan and convert promotion into brand building systematically 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.