

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Create media kits
Code	105041L2
Range	This unit of competency (UoC) is applicable to marketing staff in the retail industry. It covers the abilities to assist in coordinating and creating media kits such as product publicity and promotional contents in familiar and daily situations, and carry out publicity and promotional activities through appropriate media.
Level	2
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of publicity and promotional activities <ul style="list-style-type: none"> • Know about the history of products and brands of the organization • Understand the importance of using correct media kits to the publicity of products and brand image of the organization • Know about the marketing and publicity policies and procedures of the organization • Know about media kits suitable for different publicity channels, e.g.: <ul style="list-style-type: none"> • Network media kits • Print media kits • Electronic media, electronic news support and traditional advertisement • Understand various contents of media kits, including: <ul style="list-style-type: none"> • Introduction of the company • Latest press release or other media release contents • Customer feedback/complaint • Product/brand information • Information and ways of contact • Understand the scope, allocation and coordination of work of the outsourced PR company and the organization • Possess good writing skills 2. Create media kits <ul style="list-style-type: none"> • Communicate and liaise with relevant departments to confirm the main purpose, targets and procedures of the promotional activities • Assist the higher level to write press releases and promotional articles according to corporate publicity and promotion policies and the requirements of relevant departments • Coordinate the production of photographs for publicity and promotion with relevant departments/persons in charge of the organization or the outsourced professional producer and photographer • Confirm and proofread contents of promotional articles, including press releases, comments, customer feedback, electronic articles, manufacturer's promotional articles, etc. • Display product samples and the list of product benefits in media kits or at promotional activities, and prepare the venue and relevant facilities required • Collect and pack information required by the media kits, choose appropriate media of communication and confirm that the brand image conforms to corporate standard 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure that the media kit created has complete information and highlight the targets or theme of the promotional activities
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Coordinate the production of media kit contents with relevant departments, and help launching publicity and promotional activities in order to achieve the targets and purpose of the sales activities; and • Flexibly promote/publicize and launch a comprehensive promotional campaign on different electronic commercial media (e.g. television and newspaper).
Remark	