

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

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| Title | Implement advertising and promotional activities |
| Code | 105046L3 |
| Range | This unit of competency (UoC) is applicable to staff responsible for publicity and promotion in the retail industry. It covers the abilities to implement advertising and promotional activities according to the established sales strategies of the organization in order to achieve its sales target. |
| Level | 3 |
| Credit | 6 (for reference only) |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of advertising and promotion <ul style="list-style-type: none"> • Understand the sales strategies of the organization • Understand the objectives and purpose of the advertising and promotional activities of the organization • Know about methods and effects of various types of publicity and promotional activities, e.g. advertisements, sponsors and PR activities • Understand the essentials for successful product publicity and promotional activities, e.g. product, price, target audience, venue and advertising • Understand the effects and the pros and cons of different types of advertising media • Understand the features and promotional value of the organization's products • Understand the legal norm and regulations of the government on advertising and promotion 2. Implement advertising and promotional activities <ul style="list-style-type: none"> • Review and refer to the effectiveness of previous publicity and promotional activities before carrying out advertising and promotional activities • Implement advertising and promotional activities according to the sales target of the organization <ul style="list-style-type: none"> • Choose appropriate modes of publicity and advertising media, e.g. television, newspaper, package and online advertisement [e.g. put on different types of websites and use different forms (dynamic/static)] • Assist in devising the plan of advertising and promotional activities, particularly the publicity mode • Assist supervisor to review regularly and assess the effectiveness of the publicity and promotional activities • Document and properly record the details of advertising and promotional activities according to the guidelines and procedures of the organization for future reference 3. Exhibit professionalism <ul style="list-style-type: none"> • Do not use discriminative wording in advertisements or promotional activities to avoid breaching the discrimination-related ordinances, e.g. the Sex Discrimination Ordinance, the Disability Discrimination Ordinance and the Race Discrimination Ordinance • Ensure that customers can get correct and adequate information during promotion |
| Assessment Criteria | <p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Implement advertising and promotional activities according to the sales strategy of the organization in order to achieve the established sales target and enhance the image of the organization and product. |
| Remark | |