Functional Area - Multi-channel Promotion of Communication

Title	Apply QR code on sales business
Code	107162L4
Description	Apply QR code technology to provide rapid information reading to improve the overall sales business.
Level	4
Credit	6 （For Reference Only）
Competency	Performance Requirements 1. Understand the advantages of QR code - Record more information - Fast decode process - High storage capacity - Adaptive scanning process - Easy to integrate with network contents for advertisement, online shopping and download links 2. Apply QR code technology to improve sales services - Compare the different QR code technology on sales services including: - Quick links: Quickly connect to the sales business or product page to read relevant pages. - Business transactions: Connect to the online trading website to complete the payment process - Automated text transmission: convert the corporate or product information into QR code for quick transfer to consumers' smart phones - Digital content download: contains any business or product information to facilitate immediate access to consumers - Introduce the most suitable QR code technology to the corporate - Evaluate the impact of QR code technology on the retail industry, such as increased sales, additional costs, etc. 3. Exhibit professionalism - Ensure that the application of QR code technology comply with the policies and legal requirements from the authorities. - Follow the latest laws of government and regulatory organizations such as information, privacy and information security to ensure that the implementation of the marketing strategy does not violate the relevant regulations
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: - Apply QR code technology to improve sales business - Apply QR code technology to assist the overall retail business development of the corporate
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