

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Sales, Marketing and Multi-channel Sales Management

Title	Produce slides / presentation materials and media kits in line with corporate branding
Code	111240L2
Range	This unit of competency (UoC) is applicable to marketing staff in the retail industry. Practitioners have the ability to produce slides / presentation materials under supervision, 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> <p>1. Understand the knowledge of publicity and promotional activities</p> <ul style="list-style-type: none"> • Know about the history of products and brands of the organisation • Understand the market position of the organisation • Understand the importance of using correct media kits (e.g. grading of products, size of the major customer groups, and consumer purchasing power) to the publicity of products and brand image of the organisation • Know about the marketing and publicity policies and procedures of the organisation • 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 organisation • Possess writing skills <p>2. Produce slides / presentation materials and media kits in line with corporate branding</p> <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 organisation 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 • Produce slides / presentation materials in line with the brand image of the organisation in accordance with the nature and target audience of the activities • Collect and pack information required by the media kits, choose appropriate media of communication and confirm that the brand image conforms to corporate standard

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	<p>3. Exhibit professionalism</p> <ul style="list-style-type: none">• Ensure that the media kit 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 slides / presentation materials and media kit contents with relevant departments, and help launching publicity and promotional activities in order to achieve the targets and purpose of the brand promotion and sales activities; and• Launch a comprehensive promotional campaign on different commercial media (e.g. television, newspaper, social media).
Remark	<p>This UoC is adopted from 105041L2. The UoC title is revised.</p>