

Specification of Competency Standards
for the Retail Industry
Unit of Competency

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

Title	Manage goods promotional activities
Code	111253L4
Range	This unit of competency (UoC) is applicable to staff responsible for promotional activities in the retail industry. Practitioners have the ability to manage goods promotional activities effectively in accordance with factors such as the organisation's marketing plan, business objectives and resources invested in order to strengthen the organisation's overall retail business development.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of goods promotional activities</p> <ul style="list-style-type: none"> • Possess international marketing knowledge • Understand marketing theories • Understand the organisation's marketing objectives and resources invested in promotion and publicity • Understand goods provided by the organisation and details of goods to be launched, including: <ul style="list-style-type: none"> ○ Existing/expected sales performance of goods ○ Different sales channels of goods ○ Different groups of target customers of goods ○ Basic factors affecting the sales performance of goods, etc. • Understand the procedures for collecting and reporting the sales information of goods • Master the business skills and system management methods for goods promotional activities • Master manpower and interpersonal skills for goods promotional activities • Understand related business ordinances and codes governing goods promotion <p>2. Manage goods promotional activities</p> <ul style="list-style-type: none"> • Apply organisation and management skills to manage, coordinate and monitor the goods promotional activities of the organisation, including: <ul style="list-style-type: none"> ○ Plan publicity and promotional activities <ul style="list-style-type: none"> ▪ Refer to related information channels to give assistance in the planning of publicity and promotional activities ▪ Devise and assess publicity and promotional activities to ensure that they fulfil the requirements of the company and are suitable for local culture ▪ Plan publicity and promotional activities according to market demand ▪ Discuss with related persons to decide the overall publicity and promotion policy / direction ▪ Cooperate with colleagues of the accounting department to ensure that the schedule and costs of promotional activities fall within resources budget ▪ Formulate the entire promotional plan for products and/or service to be promoted ○ Arrange publicity and promotional activities <ul style="list-style-type: none"> ▪ Find out and arrange resources required for supporting publicity and promotional activities in order to achieve intended objectives ▪ Find out, decide and allocate duties and responsibilities of overseas and local staff responsible for publicity and promotional activities

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	<ul style="list-style-type: none"> ▪ Build relationship with the target groups of the overseas market ▪ Support overseas staff who are engaged in publicity and promotional activities ▪ Make use of business network to organise publicity and promotional activities ○ Review publicity and promotional activities <ul style="list-style-type: none"> ▪ Listen to customers' feedback to assess the effectiveness of publicity and promotional activities and give suggestions for future activities ▪ Assess the effectiveness of the planning process in order to formulate and improve future planning for publicity and promotional activities ▪ Analyse costs and schedule in order to calculate the effectiveness of publicity and promotional activities ▪ Give suggestions and constructive opinions for future development direction <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the adherence to all ordinances and governing codes when managing goods promotional activities • Work on the details and proactively identify opportunities for improvement
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Manage goods promotional activities in accordance with factors such as the organisation's business objectives and invested resources; and • Review the effectiveness of publicity and promotional activities and give suggestions for improving future publicity activities.
Remark	This UoC is adopted from 105055L4.