

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Public relations, marketing and internal communications

Title	Conduct promotion activities
Code	110724L3
Range	This unit of competency involves project management and execution abilities. Practitioners should be able to implement the company's established marketing and promotion strategies to achieve its marketing promotion objectives.
Level	3
Credit	2 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of promotion activities <ul style="list-style-type: none"> • Understand various types of sales promotion activities • Understand consumers' consumption habits in various media 2. Implement the company's established marketing promotion strategy <ul style="list-style-type: none"> • Select appropriate media channels for promotions according to consumers' consumption habits • Integrate promotion information and content • Implement sales promotion activities according to the company's market sales promotion budget • Establish a detailed promotion plan and schedule • Organise promotion activities, such as travel fairs, promotions in shopping mall, early-bird offers and booking discounts, limited-time offers on social media and mobile apps, gift giveaways, lucky draw, etc. • Actively promote related tourism products (such as photography, food, flower tours, etc.) in accordance with consumers' preferences 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Comply with all regulatory rules and regulations relating to sales, including the "Trade Descriptions Ordinance", "Sex Discrimination Ordinance", "Disability Discrimination Ordinance" and "Race Discrimination Ordinance"
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Implement appropriate sales promotion activities to communicate promotion information and content to targeted consumers in an effective manner
Remark	