

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Public relations, marketing and internal communications

Title	Formulate a sales promotion strategy
Code	110725L5
Range	This unit of competency involves project planning and management abilities. Practitioners should be able to set promotion objectives and design appropriate promotion strategies.
Level	5
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of market sales promotion strategies</p> <ul style="list-style-type: none"> • Understand the design and characteristics of tourism products • Understand consumers' characteristics and consumption behaviour • Understand competitors' market sales promotion strategies <p>2. Formulate a sales promotion strategy</p> <ul style="list-style-type: none"> • Establish promotion tourism products and strategies according to various factors, including tourism product cost variation, service provider discounts, promotion activities by tourism authorities, seasonal changes, etc. • Determine the budget for the market sales promotion strategy • Set up a consumer group to promote sales of tourism products to consumers • Select appropriate media and forms for the promotion • Apply creative thinking techniques to design promotion and sales campaigns <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Comply with the "Trade Descriptions Ordinance" to ensure the accuracy of all marketing information
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Develop cost-effective market sales promotion strategies to achieve market sales promotion objectives
Remark	