

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Public relations, marketing and internal communications

Title	Review the effectiveness of a sales promotion
Code	110726L4
Range	This unit of competency involves the ability to integrate, analyse and evaluate data. Practitioners should be able to review and evaluate the effectiveness of market sales promotion strategies, and make adjustments and optimisations for future sales promotion strategies.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of sales promotion activities <ul style="list-style-type: none"> • Understand the objectives of various market sales promotion strategies • Understand the company's current market sales promotion strategies and activities 2. Evaluate the effectiveness of a sales promotion <ul style="list-style-type: none"> • Monitor sales performance such as number of participants enrolled for a tour, such as a specific tour group's number of , number of group tours departures, etc. and compare these data to the company's sales promotion targets • Evaluate the impact of promotional pricing on the overall sales performance of tourism products • Evaluate the impact of promotional activities on the company's brand image 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Comply with the "Trade Descriptions Ordinance" to ensure the accuracy of all marketing information • Objectively evaluate the effectiveness of promotion strategies and campaigns
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Collect sales performance data for various sales promotion strategies and activities; and • Evaluate the effectiveness of sales promotion strategies and activities, and put forward adjustment and improvement proposals
Remark	