

**Specification of Competency Standards
for the Chinese Catering Industry
Unit of Competency**

1. Title	Understand marketing
2. Code	CCZZPS311A
3. Level	3
4. Credit	3
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>5.1 Understand the knowledge about food marketing</p> <p>5.2 Apply the marketing knowledge</p> </div> <div style="width: 50%;"> <ul style="list-style-type: none"> ◆ Understand the definitions and functions of market ◆ Recognize the functions and market forecasts of food marketing ◆ Understand marketing knowledge such as product concepts and brand building ◆ Implement the product marketing plan of various production sections </div> </div>
6. Range	While working in Chinese restaurants or relevant workplaces, practitioners should be able to master the knowledge about food marketing and promote product sales.
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) the abilities to understand the functions and market forecasts of catering marketing; and</p> <p>(ii) the abilities to master marketing knowledge such as product concepts and brand building.</p>
8. Remarks	This unit of competency is applicable to practitioners of the production section in Chinese restaurants.