

Specification of Competency Standards
for the Printing and Publishing Industry
Unit of Competency

1. Title	Master use of marketing skills
2. Code	PPPRCR401A
3. Level	4
4. Credit	12
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Master sales team building</p> <ul style="list-style-type: none"> ◆ Understand methods and skills for achieving annual turnover and profit targets ◆ Master skills for encouraging marketing personnel to generate sales ◆ Master methods of sales personnel training <p>5.2 Know how to identify customer with biggest contribution to profit of company</p> <ul style="list-style-type: none"> ◆ Master skills for analyzing individual customer's contribution to profit of company ◆ Able to identify customer with biggest contribution to profit of company <p>5.3 Apply effective media promotion skills</p> <ul style="list-style-type: none"> ◆ Master characteristics of useful media for promoting printed product ◆ Able to use media effectively to promote printed product of company

	<p>5.4 Use effective promotion method and marketing skills</p> <p>◆ Assist in building strong sales team for department according to set policy, promote print products through useful media and apply 'customer-oriented' marketing skills to assist in achieving set targets for turnover and profit</p>
6. Range	Assist in building strong sales team for department according to set policy, promote print products through useful media and apply 'customer-oriented' marketing skills to assist in achieving set targets for turnover and profit and perform related tasks in sales department.
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Able to assist in building strong sales team for department according to set policy, promote print products through useful media and apply 'customer-oriented' marketing skills to assist in achieving set targets for full year turnover and profit.</p>
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of marketing skills.