

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

1. Title	Book distribution
2. Code	PPPUDS401A
3. Level	4
4. Credit	12
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Master distribution concept and process</p> <ul style="list-style-type: none"> ◆ Master concept and process of distribution ◆ Master relationship between distribution and other segments of publication <p>5.2 Understand publishing market structure, management, international trading and segmentation</p> <ul style="list-style-type: none"> ◆ Master publishing market structure, relationship between elements and effect on supply and demand ◆ Master publishing market management, international trading and market segmentation <p>5.3 Master distribution channel and mode of sales</p> <ul style="list-style-type: none"> ◆ Master major distribution channels and modes of sales ◆ Master costs involved in different segments

	<p>5.4 Master publication promotion, competition and marketing strategy</p> <ul style="list-style-type: none"> ◆ Master methods and effectiveness of publication promotion, competition and marketing ◆ Master prevailing social condition and cultural trend
	<p>5.5 Assist in formulating and implementing cost-effective promotion, sales and distribution</p> <ul style="list-style-type: none"> ◆ Assist in formulating and implementing cost-effective promotion, sales and distribution based on market and social condition as well as cultural trend of the place of publication and according to set strategy for book distribution
6. Range	Assist in formulating and implementing cost-effective promotion, sales and distribution based on market and social condition as well as cultural trend of the place of publication and according to set strategy for book distribution and perform related tasks in marketing department, sales department and distribution department.
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Able to assist in formulating and implementing promotion, sales and distribution according to set strategy for book distribution and perform related tasks.</p>
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of print product distribution.