

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

1. Title	Understand reader psychology
2. Code	PPPUMK401A
3. Level	4
4. Credit	12
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Understand target readers ♦ Understand consumer psychology of reader</p> <p>5.2 Understand recognized value of publication ♦ Understand how publication creates reader-recognized value</p> <p>5.3 Understand reader group and related network ♦ Understand reader group and related network of particular publication</p> <p>5.4 Understand reader's desire to buy ♦ Understand how to maintain or enhance reader's desire to buy</p> <p>5.5 Carry out marketing ♦ Carry out marketing by making use of skills to maintain or enhance reader's desire to buy based on consumer psychology of readers and according to set strategy</p>

6. Range	Carry out marketing by making use of skills to maintain or enhance reader's desire to buy based on consumer psychology of readers and according to set strategy and perform related tasks in marketing department and sales department.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to carry out marketing by making use of skills to maintain or enhance reader's desire to buy based on consumer psychology of readers and according to set strategy and perform related tasks.
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of sales.