

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

1. Title	Price management
2. Code	PPPUDS402A
3. Level	4
4. Credit	12
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Understand publication cost ♦ Understand characteristics and items of fixed and variable costs of publication</p> <p>5.2 Understand cost-volume-profit analysis and price element ♦ Understand cost-volume-profit analysis ♦ Understand factors, targets and methods of pricing</p> <p>5.3 Assist in publication pricing Assist in deciding best price for publication according to set sales strategy and based on the characteristics of publication cost and cost-volume-profit analytical information</p>
6. Range	Assist in deciding best price for publication according to set sales strategy and based on the characteristics of publication cost and cost-volume-profit analytical information and perform related tasks in marketing and sales department.

<p>7. Assessment Criteria</p>	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Able to assist in deciding best prices for publications according to set sales strategy and based on the characteristics of publication costs and cost-volume-profit analytical information and perform related tasks.</p>
<p>8.Remarks</p>	<p>The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of sales and marketing.</p>