

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Promote products and services
Code	LOCUSM511B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of promoting products and/or services to international markets including the tasks of planning, coordinating, reviewing and reporting on promotional activities.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of international marketing</p> <ul style="list-style-type: none"> • Know about the principles of marketing • Know about the principles of promotion • Understand company policy and procedures • Understand relevant regulatory requirements <p>2. Plan promotional activities</p> <ul style="list-style-type: none"> • Access relevant information sources to support planning of promotional activities • Assess and ensure promotional activities are consistent with company requirements and are culturally appropriate • Plan promotional activities to meet marketing needs • Determine overall promotional objectives with relevant personnel • Ensure timelines and costs for promotion of activities are within budget resources • Prepare action plans for promotional products/services <p>3. Organise promotional activities</p> <ul style="list-style-type: none"> • Identify and organise resources to facilitate promotional activities to achieve the predetermined goals • Identify, determine and allocate roles and responsibilities of overseas and local personnel to handle promotional activities • Develop effective relationships with targeted groups • Provide support to overseas personnel involved in promotional activities • Implement promotional activities with business networks <p>4. Review promotional activities</p> <ul style="list-style-type: none"> • Receive customer feedback to evaluate the effectiveness of the promotional activities • Evaluate the effectiveness of planning processes and provide recommendations for future activities • Provide feedback to relevant personnel who participated in the promotional activities • Analyse costs and schedules to assess the benefits generated from the promotional activities • Provide recommendations and constructive advice on future directions
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of demonstrating the skills of planning, coordinating and reviewing of promotional activities in accordance with marketing plans and market research undertaken for the relevant markets; and

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	<ul style="list-style-type: none">• Capable of reviewing and reporting detailed promotional activities and provide recommendations to enhance the performance of future promotional activities
Remark	