

Training & Development – Competency Standards

Unit of Competency

Functional Area: Management of Training Functions

- 1. Name : Program Marketing & Promotion**
- 2. Code : TDZZMN404A**
- 3. Level : 4**
- 4. Credit : 1 unit** (1 QF unit is equivalent to 10 notional hours of learning)
- 5. Range :** Possessing skills and techniques of attracting targeted parties/clients to enroll and actively participate in the planned training programs.
- 6. Competency : Performance Requirements**

Knowledge and Intellectual Skills

- Be able to have adequate knowledge in promoting the program through planned channels.
- Be able to assess and present the key elements in the promotional materials.
- Having skills in handling enquiries about the program and to provide appropriate answers.
- Be able to apply special techniques, e.g. use of colours, words, signs etc. to arouse the awareness and interests from the interested parties/clients towards the program.

Process

- Be able to introduce main contents of the program by appropriate aids such as leaflets, homepages, posters or emails to the targets.
- Be able to highlight the benefits or advantages of taking the program such as recognition of qualifications, excellence of training crew, early-bird discounts, scarcity of similar programs in the market to the targets, etc.
- Be able to refer special enquiries or requests from interested targets and to propose possible solutions to the supervisor.

Application, Autonomy and Accountability

- Be able to select appropriate promotional methods to ensure the exposure of the program to reach the targeted parties/clients.
- Be able to carry out promotional activities in line with the organization's directives.
- Be able to understand organization's rules and regulations on resource allocation for promoting the training programs.
- Be able to take charge of the execution of the promotional activities.
- Be alert to perform the promotional activities in a safe and legal condition.
- Be able to ensure the completion of planned promotional activities in correct sequence.

Communication, IT and Numeracy

- Be able to communicate effectively on a one-to-one or one-to-many situations.

- Be able to use audio-visual aids to attract the targeted parties/clients in both familiar and non-routine situations.
- Be able to flexibly apply different promotional activities under supervision and well aware of the latest information and happenings related to the applied activities.
- Be able to use common IT software in preparing promotional materials for different activities where related promotional activities are used, e.g. PowerPoint presentation in a seminar.
- Be able to reflect the difficulties in promotional activities to the supervisor for improving or choosing the most appropriate promotional methods in order to reach the desired outcomes.

7. Assessment Guideline

For trainee-oriented learning, the promoter must be able to demonstrate the capability to communicate effectively with the targeted parties/clients by means of planned promotional activities.