

進出口業進階路徑(銷售和採購)

Progression pathway for the Import and Export Industry (Sales & Merchandising)

產品開發 Product Development

產品開發員 Product Developer	產品開發主任 Product Development Supervisor	產品開發經理 Product Development Manager
		產品管理 II Product Management II
		合同管理 Contract Management
	產品管理 I Product Management I	√
產品設計 I Product Design I	√	√
產品設計 II Product Design II	√	√

市場推廣 Marketing

市場推廣員 Marketing Promoter	市場推廣主任 Marketing Supervisor	市場推廣經理 Marketing Manager
		營銷管理 II Marketing Management II
		合同管理 Contract Management
	營銷管理 I Marketing Management I	√
	營銷策略管理 Strategic Marketing Management	√
	產品營銷管理 Product Marketing Management	√
產品推廣 Product Promotion	√	√
客戶服務 Customer Services	√	√
營銷策劃 Marketing Planning	√	√

銷售 Sales

銷售員 Sales Person	銷售主任 Sales Supervisor	銷售經理 Sales Manager
		銷售管理 II Sales Management II
		銷售行政 I Sales Administration I
		合同管理 Contract Management
	營銷策略管理 Strategic Marketing Management	√
	銷售管理 I Sales Management I	√
	銷售行政 II Sales Administration II	√
銷售支援 Sales Support	√	√
客戶服務 Customer Services	√	√
銷售運作 Sales Operations	√	√

採購 Merchandising

採購員 Merchandiser	採購主任 Senior Merchandiser	採購經理 Merchandising Manager
		採購管理 II Merchandising Management II
		合同管理 Contract Management
	採購管理 I Merchandising Management I	√
	採購運作 III Merchandising Operations III	√
	國際貿易運作 International Trade Operations	√
	供應商管理 Supplier Management	√
採購運作 I Merchandising Operations I	√	√
採購運作 II Merchandising Operations II	√	√
採購支援 Merchandising Support	√	√