

Specification of Competency Standards for the Retail Banking

**Unit of Competency**

**Product Development and Brand Marketing > 6.5 Product Promotion**

Title	Conduct promotion programme evaluation
Code	107486L4
Range	Conduct evaluation on individual promotion programme to measure operation effectiveness and product acquaintance. This applies to different kinds of product promotion activities and different types of products
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand the evaluation plan           <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Review product promotion plan to understand the objectives, process and performance indications of the evaluation plan</li> <li>• Understand the different steps in the evaluation plan in order to carry out the data collection independently</li> </ul> </li> <li>2. Conduct evaluation to measure effectiveness of the operations           <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Oversee the implementation of communication campaigns for individual products to check whether they are in accordance with the stated strategy</li> <li>• Record measurements related to the process of implementation (e.g. time lapse, deviation from the stated plan etc.)</li> <li>• Design and conduct evaluation on promotion or communication campaigns to survey awareness on bank's products</li> </ul> </li> <li>3. Report the evaluation results of promotion programmes           <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Consolidate data obtained from the evaluations and compile statistics to indicate achievements of the promotion programme</li> <li>• Ensure accuracy of the data and the calculation</li> <li>• Report findings of evaluation in different formats to satisfy the requirements or needs of different parties</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• A report outlining outcomes achieved by promotion campaigns. The report should contain critical indicators of the performance of promotion campaigns and is customized to the requirements of different parties. The data should be accurate and timely</li> </ul>
Remark	