

## Specification of Competency Standards for the Retail Banking

### Unit of Competency

#### **Product Development and Brand Marketing > 6.6 Brand Marketing**

Title	Formulate communication strategy on corporate branding
Code	107489L5
Range	Formulate strategies to communicate the brand in local region. The strategies should cover different stakeholders which include but not limited to employees, customers and the public
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <p>1. Analyse the brand value in order to develop communication strategy Be able to:</p> <ul style="list-style-type: none"> <li>• Analyse the branding of the bank to identify critical brand values to be communicated to different group of stakeholders</li> <li>• Take initiative in researching, proposing, and championing new and better ways of communicating brand value of the bank</li> <li>• Evaluate different communication tactics in order to design an appropriate approach which can match with the market environment, customers, bank strategies, etc.</li> </ul> <p>2. Develop tactics or strategies in communicating the brand Be able to:</p> <ul style="list-style-type: none"> <li>• Design internal communication strategies to lead other business and operations units to ensure that strategic direction in branding is understood and followed by staff of the bank</li> <li>• Develop strategic communication programs for increasing customer trust in individual products</li> <li>• Develop communication strategy by collecting feedback from different communication vehicles such as public relations event, internet, advertising, and retail point of sales</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Proposal on communication strategies and tactics. The proposal should provide analysis on relevant information to support the design of selected communication channels and messages</li> </ul>
Remark	