Specification of Competency Standards for the Retail Banking
<div align="center">**Unit of Competency**</div>

Product Development and Brand Marketing > 6.6 Brand Marketing

Title	Prepare budget and manage expenditure on marketing the corporate brand of the bank to ensure reasonable ROI is attained
Code	107491L5
Range	Oversee the expenditure for brand marketing programmes within a particular business area. This applies to different types of marketing programmes
Level	5
Credit	4

Competency	Performance Requirements
	1. Understand factors affecting the budget of marketing plan
	    Be able to:
	• Understand the financial plan of the bank to align marketing teams to financial and strategic goals of the bank's business when constructing corporate marketing plan
	• Identify both enabling and destructive forces when developing marketing plan
	2. Prepare budget plan for brand promotion programme
	    Be able to:
	• Prepare annual budget for corporate marketing plan and advertising / media plan
	• Calculate the anticipated return on investment on marketing campaigns to justify the budget
	3. Monitor the expenditure to ensure it is within budget
	    Be able to:
	• Liaise with relevant business and operations units and suppliers to ensure effective management of the promotional budget and timely production of all promotional materials
	• Monitor expenses to ensure all investments on advertising / media plan are in line with preset budget
	4. Calculate the return on investment by using proven and effective approaches
	    Be able to:
	• Provide clear and measurable results gained from marketing investment including quality metrics and sales growth after marketing campaigns are completed

Assessment Criteria	The integral outcome requirements of this UoC are: • Preparation of budget plan on brand promotion. The budget plan should analyse different information critically to justify the budget approved. Moreover, there should a strong rationale to support calculation of return on investment • Monitoring of budget execution to prevent over budget. Any deviation from anticipated figures should be supported by solid evidence and reasons
Remark	