

Specification of Competency Standards for the Retail Banking

Unit of Competency

Sales and Relationship Management > 8.1 Sales Strategy & Implementation Plan Formulation

Title	Develop marketing and promotional programmes
Code	107514L5
Range	Define overall marketing and promotional programmes of a particular business area. This can be applied to development of different kinds of programmes to help achieve sales targets of different products and services and in various market segments
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Analyse characteristics of target customers Be able to: <ul style="list-style-type: none"> Analyse various customers segments which the bank aims to introduce / expand the sales of the promoted products and identify the target customers Analyse the features of products / services offered by the bank and identify to what extent they match with the needs of target customers Analyse the target customers in details by specifying their demographic characteristics, interests, consumer behavior etc. to find out what are the effective means to influence the target customers Design marketing and promotional campaigns for specific business area Be able to: <ul style="list-style-type: none"> Establish objectives for promotional campaigns on different groups of target customers which can be aligned with the sales strategies and sales targets Allocate resources appropriately among sales promotion, advertising, publicity, and sales team's personal selling to support well rounded promotion Develop content, appeal, structure and format of promotional message Select channels to ensure promotional messages can reach the target customers Develop budget plan which involves cost breakdowns per territory and promotional mix elements, affordability, and competitive parity Develop measuring mechanism to evaluate the effectiveness of campaigns and activities Be able to: <ul style="list-style-type: none"> Develop measurement mechanism to track the results of the marketing and promotional campaign Develop review process to track if pre-set objectives of the campaign are achieved and modify plans as required Take appropriate actions to ensure all measurements are carried out in compliance with general banking industry practices and the bank's required standards
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> Proposals of a wide range of sales and promotional campaigns in alignment with the sales strategies of the bank and specify the objectives, analyses of different methods, resources allocation, message content, channel and budget etc. The proposal should be based on analysis on customer characteristics of different segments
Remark	