

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
(Key Function – 7.5 Marketing Strategy Formulation and Product Promotion)

Title	Conduct promotion programme evaluation
Code	109446L4
Range	Conducting evaluation on promotion programme to measure operation effectiveness and product acquaintance. This applies to different kinds of product promotion activities and different types of enterprise banking products.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Possess technical knowhow on the evaluation of product promotion and apply it to review the promotion plan including the development of objectives, process and performance indicators of evaluation plan; • Understand the concepts of promotion programme review and apply them to formulate different steps of the evaluation plan and data collection processes. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Monitor the implementation of product communication campaigns and check whether they are in accordance with the stated promotion strategy; • Record measurements related to the process of product promotion implementation (e.g. time lapse, deviation from the stated plan etc.); • Conduct survey to check the awareness on bank's products and other evaluation activities to measure operations effectiveness. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Consolidate data obtained from the evaluations and compile statistics to indicate achievements of the promotion programme; • Monitor the evaluation process to ensure accuracy of the data and the calculations for the purpose of future improvement; • Report findings of evaluation in different formats to provide insights to the management of the bank and satisfy needs of other relevant parties.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Execution of a comprehensive evaluation and provision of an evaluation report outlining outcomes achieved by the promotion campaigns. The report should contain critical indicators of the performance of promotion programmes and is customized to provide accurate and timely data to fulfil the requirements of different stakeholders.
Remark	