

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
(Key Function – 7.6 Brand Marketing and Corporate Communication)

Title	Create and produce enduring and consistent marketing campaigns to promote the corporate brand
Code	109450L5
Range	Development of marketing campaigns to promote the brand name of the bank. This applies to advertisements in different conventional and social media which can be adopted in a specific business region.
Level	5
Credit	4 (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"> • Understand the common practices of bank marketing and apply the knowledge to evaluate the communication strategies of the bank and develop objectives of different marketing / advertising campaigns; • Master the technical knowhow of conventional and digital based marketing and apply the knowledge to design sustainable marketing / advertising campaigns that echo the corporate communication programmes for building brand awareness and supporting product objectives. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Define customers' desire and create marketing messages that can appeal to the identified groups of people; • Analyse the trends in marketing / advertising to produce campaigns which bring a fresh and positive impression to audience; • Work with internal creative and production teams and / or outside agencies, as necessary to develop content of marketing campaigns and ensure the marketing messages are effectively communicated. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Embrace creativity and innovation in marketing / advertising activity planning and production; • Make effort to ensure all parties involved are clear about and commit to the implementation of the marketing programmes and promotional campaigns; • Take necessary actions to ensure the marketing / advertising strategies fit with the mission, values, business direction and development needs of the bank.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Production of marketing / advertising campaigns. The design of the content should be based on analysis on customers, trends in advertising and the bank's strategies, etc.
Remark	