

**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	Develop budget on brand marketing and manage expenditure effectively
Code	109451L5
Range	Overseeing the expenditure for brand marketing programmes within a particular business area. This applies to different types of brand marketing programmes.
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"> <li>• Understand the financial plan of the bank and apply the knowledge to align marketing teams with financial and strategic goals of the bank's business when constructing corporate marketing plan;</li> <li>• Demonstrate understanding of the factors which can affect the budget of marketing plan by applying the knowledge to identify both enabling and destructive forces when developing brand marketing programmes.</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Prepare annual budget for corporate marketing plan and advertising / media plan by reviewing the objectives and financial constraints;</li> <li>• Calculate the anticipated return on investment on brand marketing campaigns to justify the budget;</li> <li>• Liaise with relevant business and operation units and suppliers to ensure effective management of the promotional budget and timely production of all promotional materials;</li> <li>• Monitor expenses to ensure all investments on advertising / media plan are in line with pre-set budget.</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Develop brand tracking mechanism and conduct regular review to justify the investment;</li> <li>• Provide clear and measurable results gained from marketing investment by using brand tracking mechanism.</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Preparation of budget plan on brand promotion. The budget plan should analyse different information critically to justify the budget approved. Moreover, there should be a strong rationale to support calculation of return on investment;</li> <li>• Monitoring of budget execution to prevent over budget. Any derivation from anticipated figures should be supported by solid evidence and reasons.</li> </ul>
Remark	