

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	Conduct programme evaluation on brand marketing
Code	109454L4
Range	Overseeing evaluation of individual communication programme on brand marketing. This applies to branding marketing activities of different kinds and scales.
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"> • Understand the evaluation plan and apply the knowledge to carry out the tasks effectively; • Possess the knowledge of the brand marketing plan and based on the understanding to determine the objectives of evaluation; • Understand the details of different steps in evaluation and based on that to collect relevant data in various stages for the purpose of effective execution. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Provide regular tracking and reporting for brand marketing programmes which are conducted through different channels; • Monitor the traffic flow / response rate in different marketing platforms hence to measure the effectiveness of brand marketing programmes objectively; • Maintain knowledge of site traffic and user activity reports; generate statistic reports, summarise and/or customise reports for Marketing and Sales units' review. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Compile relevant data and report on key marketing metrics for the purpose of continuous improvement: product awareness, customer response, marketing budget and spot if there is any negative variance; • Take necessary actions to ensure accuracy of data and calculation; • Report the effectiveness and achievement of corporate branding and product marketing programmes according to the requirements.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Conducting evaluation programme with a report produced to outline the outcome achieved by the brand marketing programmes / campaigns. The report should contain critical indicators of the performance of the activities as determined in the evaluation plan and the data presented is accurate and can be able to fulfil the needs of different stakeholders.
Remark	