

Marketing and Communication > Marketing and Branding

Title	Develop marketing plan for the private banking business
Code	106632L6
Range	Developing the plan on marketing activities with the objective to promote proposition of the private banking business to the HNW client segments.
Level	6
Credit	5 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Evaluate marketing methods for private banking                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Anticipate the future landscape in private banking business and evaluate strategies of the business in order to develop suitable marketing activities</li> <li>• Demonstrate specialized understanding in marketing so as to evaluate different alternatives to promote the private banking business</li> </ul> </li> <li>2. Formulate objectives / goals of marketing plan                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Conduct benchmark research to evaluate the current perception of targeted clients on the bank's private banking businesses</li> <li>• Determine the objectives/ goals and performance indicators of the marketing plan</li> </ul> </li> <li>3. Formulate details of the marketing plan                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Compare and contrast the various marketing approach and determine activities to be conducted in order to achieve the objectives /goals</li> <li>• Design the annual marketing plan to specify the types of activities, channels, target audience, channels, etc. which are in alignment with the strategies of the private banking business</li> <li>• Determine the amount of resources to put invested in marketing initiatives based on cost and return analysis</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Development of marketing plan for the private banking business. This should be based on analysis on the strategies of the private banking business, intended objectives and characteristics of targeted audience, etc.</li> </ul>
Remark	