

Marketing and Communication > Marketing and Branding

Title	Prepare and manage budget for marketing / branding initiatives
Code	106633L6
Range	Overseeing marketing / branding expenditure. This applies to different types of marketing and branding programmes / activities.
Level	6
Credit	5 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand budget components of product promotion <p>Be able to:</p> <ul style="list-style-type: none"> • Align marketing plan with bank's financial and strategic goals • Analyze the branding and positioning strategies of the private banking business in order to evaluate whether the proposed promotional activities are necessary 2. Prepare budget plan for marketing / branding <p>Be able to:</p> <ul style="list-style-type: none"> • Prepare annual budget for marketing / branding initiatives • Allocate funds from the operating budget to cover research data collection, advertising, promotional and all other costs associated with marketing • Calculate the anticipated return on investment on marketing / branding campaigns accurately to justify the budget 3. Monitor the expenditure to ensure it is within budget <p>Be able to:</p> <ul style="list-style-type: none"> • Liaise with relevant operation units and suppliers to ensure effective management of the promotion budget • Monitor expenses to ensure all investments on advertising / media plan are in line with preset budget • Provide clear and measurable results for the investment, such as sales growth after campaigns
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Preparation of budget plan on marketing / branding initiatives. The budget plan should analyze different information critically to justify the budget approved. Moreover, a strong rationale to support the calculation of return on investment is elaborated and presented. • Monitoring of budget execution to prevent over budget. Any deviation from anticipated figures should be supported by solid evidence and reasons.
Remark	