

Marketing and Communication > Marketing and Branding

Title	Develop programmes on corporate branding
Code	106635L5
Range	Formulate strategies to communicate the brand in local region. The strategies should cover different stakeholders which include but not limited to employees, customers and the public.
Level	5
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Analyse the brand value</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Analyse and identify critical brand values to be communicated amongst different groups of stakeholders • Take initiative in researching, proposing, and championing effective ways of communicating brand value of the bank • Evaluate different communication tactics in order to design an appropriate approach which is aligned with the market environment, customer behaviours, bank strategies, etc. <p>2. Develop tactics or strategies in communicating the brand</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Design internal communication strategies to lead other business and operations units to ensure that strategic direction in branding is understood and followed by staff of the bank • Collect feedback from different communication vehicles such as public relations events, internet, corporate events, etc. • Develop strategic communication programmes to increase customer and market awareness in the brand and to promote a positive image
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Proposal on communication strategies and tactics. The proposal should provide analysis on relevant information to support the design of selected communication channels and messages.
Remark	