

Marketing and Communication > Marketing and Branding

Title	Conduct programme evaluation on brand marketing to ensure high degree of acquaintance of the bank
Code	106638L4
Range	Conduct evaluation of individual communication programme on brand marketing. This applies to branding activities of different kinds and scales.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand the evaluation plan in order to carry out the task effectively                      Be able to:                     <ul style="list-style-type: none"> <li>• Review the brand marketing plan to understand the objectives of evaluation</li> <li>• Understand the different steps in evaluation for the data collection in order to execute the task independently</li> </ul> </li> <li>2. Monitor the traffic flow / response rate in different marketing platform                      Be able to:                     <ul style="list-style-type: none"> <li>• Provide regular tracking and reporting for marketing programs conducted in different channels</li> <li>• Maintain knowledge of site traffic and user activity reports; generate statistic reports, summaries and/or customized reports for Marketing and Sales units</li> </ul> </li> <li>3. Report the achievement of brand marketing                      Be able to:                     <ul style="list-style-type: none"> <li>• Compile relevant data and report on key marketing metrics: product awareness, customer response, marketing budget and spot if there is any negative variance</li> <li>• Ensure accuracy of data and calculation</li> <li>• Report the effectiveness of corporate branding and product marketing programs according to the requirements</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• A report outlining the outcome achieved by the brand marketing campaigns. The report should contain critical indicators of the performance of the activities as determined in the evaluation plan. The data presented in the report should be accurate and can fulfill the needs of different parties.</li> </ul>
Remark	