

Marketing and Communication > Marketing and Branding

Title	Provide support to marketing and promotion activities
Code	106641L4
Range	Provide resources and administrative support to facilitate different kinds of marketing and promotion activities. This applies to marketing and promotion activities of different products and services rendered to different target groups.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Acquire knowledge about the details of the marketing activities of the bank Be able to: <ul style="list-style-type: none"> • Acquire information related to the overall marketing strategies of the bank and understand how these affect the marketing activities • Review market activities conducted by competitors • Understand the objectives, profile of target participants, workflow process, products/services promoted and resources requirement for each of the activity 2. Participate in different kinds of marketing activities by utilizing skills in event management Be able to: <ul style="list-style-type: none"> • Assist in the coordination of marketing programs with the bank’s marketing teams • Outline the resources requirement of each activity and report to management if expenditure exceeds the budget • Prepare, source and deploy necessary tools and materials to support the marketing activities • Carry out post-event evaluation 3. Collect statistics on participation in sales activities Be able to: <ul style="list-style-type: none"> • Employ suitable methods to collect statistics on resources deployment, participations rate, sales and other activities for evaluation and future planning • Collect customer feedback • Using different methods to collect and compile information for the participants database and update regularly
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Provision of support to the operation of each activity according to their objectives, workflow and resources requirement, etc. • Collection of relevant data by using different methods according to the nature of the information to be collected.
Remark	