

Marketing and Communication > Corporate Communication

Title	Develop communication strategies for the bank
Code	106648L6
Range	Formulating the communication strategies. The strategies will be adopted throughout the whole bank regardless of market segments or geographical locations.
Level	6
Credit	5 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Conduct research for developing communication strategies <p>Be able to:</p> <ul style="list-style-type: none"> • Conduct research on the bank's market positions, perceptions of customers, market trend, business environment and competitors analysis, etc. to create an image which can communicate the bank's values and competitive advantage • Demonstrate specialized skills and knowledge in branding to build a brand name which can be applied to different markets and regions 2. Formulate corporate communication strategy <p>Be able to:</p> <ul style="list-style-type: none"> • Compare / Identify the pros and cons of different strategies in promoting the bank's competitive advantage and choose the most appropriate one after evaluating the market conditions, competitors and the bank's strategies, etc. • Construct corporate communication direction that improves brand health and achieves the bank's financial and market share aspirations • Keep in place a constant pipeline of ideas to develop the brand of the bank 3. Develop guidelines and policies to enforce communication strategy <p>Be able to:</p> <ul style="list-style-type: none"> • Analyze and identify when possible obstacles enforcing the communication strategies in order to formulate effective guidelines and policies • Develop guidelines and policies to integrate communication strategy into customer contact points, build corporate brand and improve awareness across the bank through an integrated platform of e-marketing approaches, public relations strategy and other related activities • Formulate corporate identity guidelines and take steps to ensure they are followed by all business and operations units
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Proposal of communication strategies. The proposal should be developed based on critical and in-depth analyses on the present and anticipated competitive landscape in the absence of complete information. Reasoning should be provided to support how the branding strategies can help leverage the bank's competitive advantage when compared with other alternatives.
Remark	