

Marketing and Communication > Corporate Communication

Title	Develop plan on communication activities
Code	106650L5
Range	Planning communication activities to enhance brand awareness. This applies to public appearances in different channels, e.g. media interviews, seminars, contests, etc.
Level	5
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Evaluate different options of communication activities <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate the positioning and branding strategies of the private banking business in order to select suitable communication activities • Evaluate the recent developments in the economy and markets in order to identify activities that can capture higher attention 2. Develop plan on communication activities <p>Be able to:</p> <ul style="list-style-type: none"> • Determine the theme and topics for corporate communication initiatives to create a favorable perception on the accomplishments and agenda of the private banking business • Develop the plan on arranging public appearances for the bank's personnel, (e.g. the number of times, channels, etc.) in alignment with positioning and branding strategies of the private banking business 3. Select suitable communication activities <p>Be able to:</p> <ul style="list-style-type: none"> • Liaise with different media partners to obtain presence in different channels and occasions • Evaluate the themes and natures of different public events, arrange senior executives attendance and assist them in drafting the speeches
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Development of communication activities which can successfully create and maintain a positive public image for the private banking business. The selection of activities should be based on analysis of the bank's strategies as well as the trends in the market.
Remark	