

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Marketing Management

Title	Plan marketing of digital media products
Code	108035L4
Description	This unit of competency applies to all digital marketing practitioners who are involved in planning marketing campaigns and activities for digital media products. Marketing planning demands for the ability to devise marketing campaigns and activities to sell the organisation's own digital media products in accordance with established marketing strategies. This UoC concentrates on the knowledge and competencies on planning such marketing campaigns.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for marketing and digital media products</p> <ul style="list-style-type: none"> • Comprehend the organisation's marketing strategies and guidelines for digital media products • Possess in-depth knowledge about the quality and characteristics of the organisation's own products • Possess good project management and planning skills • Possess good communication and interpersonal skills for dealing with people at all levels • Possess good knowledge in: <ul style="list-style-type: none"> ○ Market demand trend ○ Customers' consumption behaviour ○ Marketing and promotion skills ○ Marketing campaigns implementation, etc. • Understand related legislations and regulations, such as: <ul style="list-style-type: none"> ○ The privacy and The Unsolicited Electronic Messages Ordinance (UEMO) ○ The Trade Descriptions Ordinance, Chapter 362 ○ The Copyright Ordinance, Chapter 528, etc. <p>2. Plan marketing of digital media products:</p> <ul style="list-style-type: none"> • Consolidate the targets and requirements of the organisation's marketing strategies towards digital media products, such as: <ul style="list-style-type: none"> ○ The exact product or product mix ○ Target customers ○ Target market share ○ Budget allocation, etc. • Determine the best modes and means for marketing the digital media products in concern, for examples: <ul style="list-style-type: none"> ○ Traditional media and channel such as newspapers, TV, etc. ○ Digital direct marketing such as the web, email, mobile, etc. ○ Across a variety of channels including both digital and traditional • Highlight the nature and characteristics of digital media products during marketing planning, such as: <ul style="list-style-type: none"> ○ They are ever-growing sources of entertainment, news, shopping and social interaction nowadays ○ The rapidly changing versions for games products ○ New technologies applied in digital AV products, etc. • Choose the means and tools to deliver marketing messages to target customers, subject to but not limited to the following considerations:

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	<ul style="list-style-type: none"> ○ Matching expenditures for marketing activities with the budget ○ Effectively reaching the target customers ○ Tailor to individuals or customer groups to match their needs ○ Collect customer profiles and their feedbacks for analysis and subsequent marketing references, etc. <ul style="list-style-type: none"> ● Define schedule or calendar for conducting the marketing activities and campaigns ● Identify suitable monitoring and data collection tools to measure the effectiveness of the marketing activities and collection of statistics ● Document the plan with implementation schedule and present to senior management for approval <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always be fully conversed and updated with the marketing trend of digital media products ● Ensure the chosen marketing plans, campaigns and activities will comply with related ordinances and regulatory requirements
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Devise effective marketing campaigns and activities for the organisation's own digital media products, which can assist the overall business development; and ● Review and report to senior management the effectiveness of the implementation of the marketing plans, and make suggestions for improvement
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