

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

Functional Area - Strategic Management

Title	Manage marketing and public relation plans
Code	111217L5
Range	Manage the marketing and public relation plans for an organisation to promote the organisation brand, market products, control damages and build goodwill with the organisation's customers.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge in the subject area</p> <ul style="list-style-type: none"> • Understand the organisation's mission and vision and its business strategies • Familiar with the organisation's structure, business model and the brands and products under the organisation • Possess strong communication skills and be able to articulate in written and spoken words • Experienced with handling different categories of parties (media, consumers, colleagues, investors and public) and different levels of people • Know marketing strategies and tactics for analysing and researching on market trend <p>2. Manage marketing and public relation plans</p> <ul style="list-style-type: none"> • Understand the marketing and public relation plans • Ensure that the organisation have a unified image across all media as defined by the marketing and public relation plans • Identify the target audience of a marketing campaign to ensure the key messages are communicated efficiently and effectively. Also, identify the public's current attitude to the situation to allow tailoring of key messages • Formulate the key message of the campaign based on the known goals and objectives • Ensure that the plan is carried out in accordance with the time frame • Formulate and implement monitoring controls to measure the effectiveness of the campaign • Launch the campaign with suitable media coverage. Take note of which journalists reported in the organisation's favour and which didn't. • Analyse the overall amount of positive, negative or neutral coverage received and identify the effective marketing platforms. • Ensure all associated parties are notified and invitations are sent • Formulate reports to record and report the effectiveness of the plan • Respond to public relations crises in a timely manner <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Manage the marketing and public relation plans in accordance with the organisation's guidelines as well as any (local and international) laws and regulatory requirements, if applicable • Always maintain a proper balance of interests between the company and all stakeholders (internal and external)
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to :</p> <ul style="list-style-type: none"> • Manage and market the brands and products/services provided by the organisation • Communicate effectively at all levels with internal and external parties to understand the objectives of the PR plans

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

Functional Area - Strategic Management

	<ul style="list-style-type: none">• Successfully implement the plans
Remark	