

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

Functional Area - Strategic Management

Title	Develop marketing and public relation plans
Code	111219L6
Range	Develop 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	6
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 • Aware of the potential competitors • Aware of new technologies and social media platforms that could be beneficial for the organisation's marketing and public relation <p>2. Develop marketing and public relation plans</p> <ul style="list-style-type: none"> • Analyse, research, and develop the competitive strategy of the brands and product/services • Identify the uniqueness and differentiation of the product/services offered by the organisation • Develop and establish the corporate and product identity and document it properly in brand and logo guide books • Perform situation analysis to understand the current situation regarding the marketing campaign, such as the organisation's current position with respect to the market, how customers and staff perceive it or how its products are compared with competitors, etc. • Set a time frame for the plan and define the goals and objectives • Develop guidelines and procedures for handling public relations crisis • Periodically review plans to ensure that new technologies and new platforms are accounted for to enhance plans performance <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Develop 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 take into consideration and strike a proper balance among all related technological, political, social, environmental and legal factors when developing the marketing and public relation plan
Assessment Criteria	The integrated outcome requirements of this UoC is the ability to develop marketing and public relations plans that align with the organisation's mission and vision as well as address the market needs
Remark	