

Specification of Competency Standards
for the Import and Export Industry
Unit of Competency

Functional Area - Digital Marketing

Title	Manage digital marketing channels
Code	110960L4
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for managing digital marketing channels.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of digital marketing systems</p> <ul style="list-style-type: none"> • Understand the design concept of digital marketing systems • Review digital marketing channel management techniques to assist in decision-making • Analyse the characteristics of digital marketing channels to select solutions suitable for the enterprise <p>2.2.1 Select digital marketing channels</p> <ul style="list-style-type: none"> • Select suitable digital marketing channels according to marketing objectives • Develop standard operating procedures for different digital marketing channels • Establish digital marketing partner contracts <p>2.2.2 Motivate digital marketing partners</p> <ul style="list-style-type: none"> • Set marketing objectives for digital marketing partners • Establish performance standards for digital marketing channels • Develop sales processes • Review the performance of digital marketing channel partners and provide feedback • Establish a reward system for digital marketing partners • Implement the reward system based on performance standards <p>2.2.3 Manage digital marketing channels</p> <ul style="list-style-type: none"> • Collect sales data and review the performance of digital marketing partners • Monitor the performance of digital marketing channel partners in achieving objectives <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Establish performance standards for digital marketing channels • Evaluate and test performance standards • Manage the cooperation relationships with digital marketing partners
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of establishing performance standards for digital marketing channels • Capable of establishing and implementing reward systems for digital marketing partners • Capable of managing the cooperation relationship with digital marketing partners
Remark	This UoC is adopted from the Import and Export Industry UoC 105257L4