

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

Functional Area - Digital Marketing

Title	Apply digital marketing tools
Code	110962L4
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for digital marketing.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of digital marketing</p> <ul style="list-style-type: none"> • Examine the knowledge and applications of digital marketing tools • Examine the operation of digital marketing channels and platforms <p>2. Apply digital marketing tools</p> <ul style="list-style-type: none"> • Select appropriate digital marketing tools according to the enterprise's digital marketing strategy to achieve marketing objectives • Collect market data and monitor digital marketing performance • Review the effectiveness of digital marketing tools and make recommendations for adjustment <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Apply digital marketing tools to achieve marketing objectives • Analyse the effectiveness of different digital marketing tools with professional knowledge.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of applying digital marketing tools to achieve marketing objectives • Capable of reviewing different digital marketing tools and select appropriate ones
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