

Specification of Competency Standards of the Insurance Industry

**Unit of Competency**

**Functional Area: Marketing**

Title	Develop corporate marketing communication strategy
Code	105546L5
Range	This unit of competency is applicable to those who are responsible for developing corporate marketing communication strategy. It involves leveraging the marketing communication mix facilitate promotions to target markets.
Level	5
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge in marketing communications <ul style="list-style-type: none"> <li>• Comprehend corporate marketing strategy</li> <li>• Comprehend features of product(s) and/or service(s) and target segments</li> <li>• Comprehend marketing communications mix</li> </ul> </li> <li>2 (a). Develop marketing communication strategy <ul style="list-style-type: none"> <li>• Define objectives of marketing communications</li> <li>• Analyze profiles of target segments</li> <li>• Evaluate organization's strengths and weaknesses</li> <li>• Assess how to reach target segments via marketing communication approaches</li> <li>• Identify advertising channels</li> <li>• Define personal selling approaches</li> <li>• Define scope of sales promotion activities</li> <li>• Define scope of public relations activities</li> <li>• Define direct marketing approaches</li> </ul> </li> <li>2(b). Introduce marketing communication strategy <ul style="list-style-type: none"> <li>• Present strategy in an easy-to-understand manner to staff</li> <li>• Develop guidelines for advertising, e.g. key channels to be used</li> <li>• Develop guidelines for personal selling approaches, e.g. different sales presentations for different products</li> <li>• Develop guidelines for sales promotion activities, e.g. types of promotions encouraged</li> <li>• Develop guidelines public relation activities, e.g. criteria for event sponsorships</li> <li>• Develop guidelines for direct marketing activities, e.g. telemarketing approach</li> <li>• Review strategy in light of changing market environment.</li> </ul> </li> <li>3. Develop marketing communication strategy that aligns with corporate marketing strategy <ul style="list-style-type: none"> <li>• Develop marketing communication strategy that addresses predefined objectives</li> <li>• Explain strategy and related guidelines to staff in operation contexts</li> <li>• Evaluate and review strategy based on feedbacks from the changing environment.</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Able to identify corporate objectives for corporate marketing communications</li> <li>• Able to identify areas in conducting marketing communications that require governing guidelines and develop the related guidelines accordingly</li> <li>• Able to introduce communication strategy and related guidelines to staff</li> <li>• Able to review strategy based on changing market environment.</li> </ul>
Remark	This unit of competency is also applicable to general insurers, life insurers and broker.