

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Marketing

Title	Implement marketing plans
Code	105502L4
Range	This unit of competency is applicable to those who are responsible for implementing marketing plans. It involves the application of basic project management skills to implement marketing plans.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge in marketing <ul style="list-style-type: none"> • Comprehend corporate marketing strategy • Comprehend details of marketing plan • Apply basic project management skills 2(a). Plan for implementation <ul style="list-style-type: none"> • Identify objectives of plan • Breakdown plan into implementation tasks • Define deliverables and timeline 2(b). Implement marketing plan <ul style="list-style-type: none"> • Coordinate with other responsible personnel and/or marketing intermediaries to carry out tasks • Ensure tasks achieve intended marketing objectives • Complete deliverables on time • Keep expenses within budget • Ensure plan follows marketing strategy • Ensure campaign complies with regulatory requirements, e.g. Personal Data Privacy Ordinance • Report progress to superior at appropriate time intervals • Coordinate amongst units to collect data to evaluate marketing effectiveness 3. Implement marketing plans effectively <ul style="list-style-type: none"> • Carry out tasks involved in marketing plans according to pre-defined work breakdown, timeline and budget • Implement campaigns in compliance with regulatory requirements • Execute tasks according to marketing plans to achieve intended objectives.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to determine guidelines and allocate responsibilities of market plan • Able to coordinate with responsible units in completing assignments • Able to adhere to predefined guidelines to achieve promotion objectives.
Remark	This unit of competency is also applicable to general insurers and life insurers.