Specification of Competency Standards of the Retail Industry
<div align="center">**Unit of Competency**</div>

Functional Area: Sales and Marketing

Title	Carry out online market communication
Code	105049L3
Range	This unit of competency (UoC) is applicable to staff responsible for IT and market management in the retail industry. It covers the abilities to select and use legitimate operational software to carry out online market communication effectively in order to obtain and consolidate online customer and market information and support the retail business development of the organization.
Level	3
Credit	6 (for reference only)

Competency	Performance Requirements
	1. Knowledge of online market communication
	    • Understand the marketing plan and online market communication plan of the organization
	    • Understand the fundamentals of marketing
	    • Understand the organization's target group of customers and their consumption behaviour
	    • Master the applied technology and techniques for marketing on e-commerce platform
	    • Understand types of electronic advertising media and their advantages and disadvantages
	    • Know the online interactive communication techniques
	    • Understand the legal requirements of the government and relevant regulatory bodies for online business platform
	    • Understand specific vocabulary and terminology related to e-commerce
	    • Know the ways and techniques of operating IT systems and software for online market
	2. Carry out online market communication
	    • Implement the established online market plan of the organization, including:
	        • Identifying publicity channels required
	        • Selecting appropriate electronic advertising media, tools and methods, e.g. commercial website
	        • Identifying the purposes of publicity, e.g. to highlight the image, features and benefits of the product
	        • Designing the main content of advertisement to ensure legal and regulatory compliance
	        • Adopting the most appropriate audio-visual effects and layout
	        • Safety information of online trading platform
	    • Carry out online market communication and promotion, including:
	        • Ensuring that the details of the webpage design, such as the content, click button, route map, etc. are user-friendly
	        • Ensuring that the website design correctly convey the product features and corporate image
	        • Ensuring that the electronic advertising media and websites selected (e.g. outsourcing contract) conforms to the marketing strategies and budget of the organization and the legal requirements
	        • Ensuring that the online marketing channels used can keep in touch with the target group of customers
	    • Assist the higher level in monitoring and assessing the effectiveness of e-marketing regularly, including:
	        • Finding errors or omissions
	        • Reviewing the effectiveness of online marketing activities and give suggestions for improvement
	        • Collecting feedback from different channels in order to improve the e-marketing activities of the organization
	        • Strengthening the methods for web and electronic platform promotion
	3. Exhibit professionalism
	    • Follow relevant legal requirements when carrying out online market communication

Unit of Competency

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Carry out effective online market communication to support the retail business development of the organization; • Assist the higher level in monitoring and assessing the effectiveness of online market communication regularly and make optimization suggestions; and • Analyze online customers' browsing preference and response.
Remark	