Unit of Competency

Functional Area: Sales and Marketing

Title	Plan online market communication
Code	105056L4
Range	This unit of competency (UoC) is applicable to staff responsible for IT and market management in the retail industry. It requires analysis, management and planning, as well as the application of a wide range of IT knowledge to enhance efficiency. It covers the abilities to devise a communication plan for the organization's online marketing and sales strategies in accordance with the organization's marketing strategies and electronic sales platform, in order to assist the organization's overall retail business development.
Level	4
Credit	3 (for reference only)

Competency	Performance Requirements
	1. Knowledge of online market communication
	    • Understand the organization's overall marketing strategy
	    • Understand knowledge of online business platform including:
	        • Marketing and promotional skills
	        • Online business platform operating skills
	        • Terminology of online business platform
	        • Ways to perform online business promotion and transactions, etc.
	    • Understand in what way the organization classifies customers into different groups and its purpose
	    • Master different customer groups' reaction to e-commerce and their acceptance level
	    • Understand the legal norm of online business platform as stipulated by the government and governing bodies
	    • Master the skills in browsing and retrieving information from the online business platform
	    • Understand the essential factors and techniques of successful online interactive communication
	    • Understand different types of information technology security systems and their efficacy
	    • Understand market demand by customers' reaction online
	2. Plan online market communication
	    • Negotiate with supervisor and other related persons to set objectives, strategies and marketing plans for the e-commerce of the organization
	    • Select an appropriate online business platform in accordance with factors such as the organization's sales strategies, characteristics of goods and target customer group's online consumption behaviour
	    • Identify appropriate e-commerce tools, e.g. software and hardware, etc.
	    • Formulate the work plan, schedule, budget and performance indicators for the development and implementation of e-commerce
	    • Formulate the design approach and promotional strategies for the online business platform in order to promote corporate image, strengths and characteristics of goods and services
	    • Assess the performance of the online business platform as a marketing tool
	    • Assess customers' online response rate in order to make improvement
	3. Exhibit professionalism
	    • Ensure that the online business platform and its operating procedures comply with related ordinances and regulatory requirements

Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Devise an effective online market communication plan for the organization in accordance with its marketing strategies and its purpose of launching an online business platform in order to assist the overall retail business development.
Remark	