

Specification of Competency Standards of the Retail Industry

**Unit of Competency**

**Functional Area: Sales and Marketing**

Title	Implement advertising strategies
Code	105057L4
Range	This unit of competency (UoC) is applicable to marketing staff in the retail industry. It covers the abilities to make judgement and analysis with creativity; implement advertising strategies according to the sales strategies, marketing plan and publicity objectives of the organization in order to improve the sales performance of its products and services and enhance the corporate and brand image.
Level	4
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of advertising strategy</p> <ul style="list-style-type: none"> <li>• Understand the sales and marketing strategic plan of the organization</li> <li>• Understand the current situation of the retail industry and the market positioning of the products of the organization</li> <li>• Understand the characteristics and nature of the products and services of the organization</li> <li>• Understand the objectives and theory of advertising</li> <li>• Master the consumption behaviour and pattern for different target groups of customers</li> <li>• Understand advertising methods for different target groups of customers</li> <li>• Understand the requirements of government and relevant regulatory bodies for advertising and business practices, e.g.: <ul style="list-style-type: none"> <li>• Anti-discrimination ordinances</li> <li>• Consumer protection ordinances</li> <li>• Law of copyright</li> <li>• Fair trading ordinances</li> <li>• Ordinances for protection of privacy, including online trading security</li> </ul> </li> <li>• Understand elements for successful advertising and advertising result assessment</li> </ul> <p>2. Implement advertising strategies</p> <ul style="list-style-type: none"> <li>• Set target and key performance indicators for business</li> <li>• Confirm the advertising purpose, requirements and positioning according to the sales plan and target of the organization and product features</li> <li>• Confirm the required advertising resources or budget with relevant departments</li> <li>• Implement advertising strategies and relevant details, e.g.: <ul style="list-style-type: none"> <li>• Purpose and objectives of advertising</li> <li>• Target audience</li> <li>• Performance indicators</li> <li>• Resources required</li> <li>• Work schedule</li> <li>• Advertising media</li> <li>• Relevant legal requirements</li> <li>• Assistance from departments</li> </ul> </li> <li>• Work out the executive summary of advertising, including: <ul style="list-style-type: none"> <li>• Characteristics, selling points and information of product</li> <li>• Product and corporate brand image</li> <li>• Organization profile, objective statement and advertising channels</li> </ul> </li> <li>• Discuss and cooperate with the advertising agency to bring out creative advertising ideas in the way and mode of expression, arrangement, application of computer technology, etc. so that the advertisement can make a deep impression on consumers</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Ensure compliance with relevant legal and regulatory requirements when implementing advertising strategies</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Formulate a comprehensive cost-effective and marketing-effective advertising strategy according to the sales and marketing strategies of the organization in order to enhance the sales performance and publicity effect of a product or service (in terms of market or competitor's reaction and business impact).</li> </ul>
Remark	