

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Content Planning and Maintenance

Title	Manage website advertisement
Code	107118L5
Description	Manage website advertisement including advertisement scheduling, advertising revenue, contract and customer management.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Evaluate the publication of advertisement</p> <ul style="list-style-type: none"> • The setting of the advertisement slot, the date, time of the play, and the setting and modification of the playing time <ul style="list-style-type: none"> ○ Advertisement publication (publication of multiple advertisement in one slot) ○ Advertisement publication (publication of one advertisement in multiple slots) • Evaluate the scheduling of advertisement <ul style="list-style-type: none"> ○ The upload and offline of the advertisement ○ Set in advance the advertisement publication time ○ Assign the exposure rate of the advertisement • Evaluate the orientation of advertisement <ul style="list-style-type: none"> ○ Master the basic orientation technology: geo-targeting, day-to-day orientation, time orientation, web orientation, browser orientation, reader orientation, language targeting, channel targeting, large data targeting, and advertisement targeting ○ Optimize advertising strategy and increase advertising revenue with a flexible targeting approach and sales plan <p>2. Manage the affiliate content for website advertisement</p> <ul style="list-style-type: none"> • Audit and manage the advertisement contracts including the date of signing, clients and advertising lists etc. • Manage advertisement clients: client name, contact person, phone, address, advertisement content etc. • Set the advertisement fee: <ul style="list-style-type: none"> ○ Mode of billing: click, form advertisement etc. ○ Calculation of the normal billing method: according to the click billing / time billing ○ CPA (pay-per-view), CPA (pay-per-view), CPS (paid by sales), etc., for advertising purposes. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • In the management of website advertisement, strictly comply with the latest laws and regulations such as copyright, privacy and information security from the government and regulatory organizations to ensure that the relevant regulations would not be violated • Meet the requirements of the corporate development during the implementation of the site advertisement
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • master the basic advertisement management including publication, scheduling, orientation management • manage advertising contracts and customers

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