Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Content Planning and Maintenance

Title	Plan and manage network activities
Code	107119L5
Description	Through the planning and implementation of network activities for online and offline interaction with customers, create a better network environment to achieve business marketing objectives
Level	5
Credit	6 （For Reference Only）
Competency	Performance Requirements 1. Based on the corporate marketing objectives, plan the online activities including: • Activities background and activity theme, purpose • Expected goal and effect to be achieved • The required resources • Activity feasibility analysis: favorable factors and unfavorable factors • Promotion channels • Participants' incentives • Budget 2. Establish implementation plan for online activities • Establish promotional channels, including: publicity topics, promotional language, people shooting, website, forum publicity and other website publicity etc. • Establish organizational structure: host, guest, participants etc • Establish activity record such as a record of conversation 3. Apply indicators to assess and analyse the network activity effectiveness, such as: • Whether the activity target is achieved • Whether the resources are fully utilized • Number of users participating in the event • User feedback 4. Exhibit professionalism • The implementation of network activities planning and design could meet the requirements of corporate development
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • plan the direction of network activities • set up an implementation plan for online activities • evaluate and analyse network activities
Remark	