

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Content Planning and Maintenance

Title	Establish the overall framework of website content
Code	107122L5
Description	According to the business strategy and development plan of the corporate, establish the overall framework of the website content to support the business operation to provide the required user services.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Establish the main process flow of website content framework</p> <ul style="list-style-type: none"> • Establish the main theme of the website • Establish the main forms of the website such as the forms of forum/articles etc. • Define the main content module or channel of the website • Plan the contents of each module or channel • Plan other additional modules to operate the website <p>2. Plan other contents of the website</p> <ul style="list-style-type: none"> • Identify Corporate Identity including: logo, standard color, standard fonts, promotional slogans etc. • Set up page configuration method and outlook design • Set up advertisement planning <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • The website contents should comply with the latest relevant laws and regulations such as the copyright, privacy and merchandise regulations of the Government and the regulatory body to ensure that the contents of the website are not violated • The implementation of the website content plan should meet the requirements of corporate development.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Establish the overall workflow of the website contents • Establish appropriate website framework according to different marketing environment
Remark	