

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Operation Planning and Marketing Strategy

Title	Monitor and guide public opinion
Code	107152L3
Description	Through public opinion monitoring, master the public awareness of the corporate brand and analyze the favorable and unfavorable factors for the brand. Develop marketing solutions according to different public opinions.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the methods to monitor branding</p> <ul style="list-style-type: none"> • Understand and use the main brand network public opinion monitoring tool. Understand the meaning of each of these statistic measures. • Focus on the event and the direction of public opinion (especially unfavorable public opinion) in order to facilitate the situation and to resolve the crisis <p>2. Master the methods to building up the positive branding for the corporate</p> <ul style="list-style-type: none"> • Apply Corporate Social Responsibility events to shape the corporate brand image • Use network events to form public opinion to shape the corporate brand image <p>3. Avoid unfavorable factors with negative impacts on corporate image, for example:</p> <ul style="list-style-type: none"> • Understand the impact of policy on the business • Understand the crisis incident <p>4. Exhibit professionalism</p> <ul style="list-style-type: none"> • Provide quality public opinion marketing programme to support the corporate brand image.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Create a favorable public opinion on the corporate through the use of even marketing. • Understand the event or opinion that is unfavorable to the corporate image. Have a sensitive insight and able to provide solution.
Remark	