

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Operation Planning and Marketing Strategy

Title	Place online advertisement
Code	107155L5
Description	Use online advertisement to deliver product and business information to Internet users including the production of online advertising, media selection, cost budget and revenue plans.
Level	5
Credit	12 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the format of online advertisement to select the channel of advertising media</p> <ul style="list-style-type: none"> • Master the general online advertisement formats including: <ul style="list-style-type: none"> ○ Based on content dissemination <ul style="list-style-type: none"> ▪ Text link ▪ Email advertisement ▪ Advertisement combined with interactive content ▪ Rich media advertisement ▪ Other types of advertisement (video ads, road shows, huge webcasts, page ads, congratulations, etc.) ○ Based on operation <ul style="list-style-type: none"> ▪ By click ▪ By show ▪ Delivery advertising ○ Based on the format of advertisement <ul style="list-style-type: none"> ▪ Internet advertisement (including banner, button, column, suspension, drop down, full screen and vertical etc.) ▪ Pop-up advertisement • Define the basis of selecting online advertisement media <ul style="list-style-type: none"> ○ Review the traffic to the advertisement site ○ Review target audience, site users, and target audience overlap ○ Review the potential linkage between the site visitors and potential customers of the product • Understand the third party advertisement monitoring system <p>2. Understand the workflow of online advertisement</p> <ul style="list-style-type: none"> • Plan a reasonable campaign budget, goals, cycle length, audience coverage • Select the media according to the advertising plan to determine the form of advertising • According to the requirements of advertising planning to design online advertisement <p>3. Choose the cost billing methods of online advertisement including:</p> <ul style="list-style-type: none"> • Cost per mile (= total cost / advertisement exposure frequency 1000) • Cost per click (= total cost / advertisement click frequency) • Cost per action (= total cost / action frequency) <p>4. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that online advertising strategy to meet the interests of corporate • Comply with the relevant legal requirements in the development of online advertising strategy

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Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Understand the form of online advertisement and choose the way to advertise• Plan the delivery of online advertisement• Use advertising cost billing
Remark	