

**Specification of Competency Standards**  
**for the Retail Industry**  
**Unit of Competency**

Functional Area - Operation Planning and Marketing Strategy

|                     |   |
|---------------------|---|
| Title               | Plan and implement large-scale internet marketing activities  |
| Code                | 107156L5  |
| Description         | According to the needs of customers, design internet marketing activities and apply the advantages of different network media channels to strengthen the corporate promotion.   |
| Level               | 5   |
| Credit              | 6 ( For Reference Only )  |
| Competency          | <p>Performance Requirements</p> <p>1. Understand concept of internet integrated marketing</p> <ul style="list-style-type: none"> <li>• Analyze the general format of website advertisement to define the marketing plan / strategy that fit the corporate business <ul style="list-style-type: none"> <li>○ Graphic document (e.g. banner, button etc.)</li> <li>○ Characteristics and function of different promotion channels (image building, increase site visitors and customer interaction etc.)</li> </ul> </li> </ul> <p>2. Plan and implement the steps of internet marketing activity</p> <ul style="list-style-type: none"> <li>• Carry out segmentation of the market</li> <li>• Design customer experience and build customer-focus feedback channel to collect customer information</li> <li>• Conduct data analysis to identify key marketing strategies to meet more user needs</li> <li>• Develop customer exchange platform and interactive features to enhance the customer's loyalty</li> <li>• Analyze the characteristics of communication tools and information needs and guide other customers to generate interest and demand</li> <li>• Use a variety of service strategies to dig out potential users and induce consumption behavior</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• In the implementation of internet marketing activities, exhibit professional ethics and prevent any deceptive behavior.</li> </ul> |
| Assessment Criteria | <p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Analyze the concept of internet marketing, meaning and impact on sales</li> <li>• Develop steps to establish internet marketing campaign</li> </ul>   |
| Remark              |   |