Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

Title	Develop internet advertisement sales strategy
Code	107164L5
Description	Apply the advantages of internet marking, including interactive, timely and multi-channels, to select the appropriate media to develop and implement internet advertisement sales strategy.
Level	5
Credit	6（For Reference Only）

Competency	Performance Requirements
	1. Manage the content of internet advertisement
	
	• Recognize the concept of internet advertisement
	• Identify the different types of internet advertisement including text advertisement, image advertisement, animation advertisement, video advertisement and virtual reality advertisement etc.
	• Assess the different types of internet advertisement and application areas
	• Compare and contrast internet advertisement with traditional advertisement
	    o Advantages of internet advertisement
	        ▪ Wide coverage
	        ▪ Cost-effective
	        ▪ Manifestations are diverse and interactive
	        ▪ Good user experience
	        ▪ Accurate statistical results
	        ▪ Precise market segmentation
	    o Limitations of internet advertisement
	        ▪ Broadcasting is passive
	        ▪ Limitation of creativity
	        ▪ Limitation of advertisement space
	
	2. Develop internet advertisement sales strategy
	
	• Consider the following factors to enhance the advertisement effectiveness
	    ▪ Position of advertisement
	    ▪ Area of advertisement
	    ▪ Speed of image shifting
	    ▪ Keyword arrangement
	    ▪ Application of image/sound/animation
	    ▪ Analysis of successful cases of internet advertisement
	
	3. Exhibit professionalism
	
	• The internet advertisement sales strategy has to align with the development direction of corporate.
	• Follow the latest laws of government and regulatory organizations such as information, privacy and information security to ensure that the implementation of the marketing strategy does not violate the relevant regulations

Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Recognize the concept, classification and pros and cons of internet advertisement. • Develop effective internet advertisement sales strategy • Analyze the factors of successful internet advertisement

Functional Area - Multi-channel Promotion of Communication

Remark	