

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

Functional Area - Multi-channel Promotion of Communication

Title	Develop news and soft article marketing strategy and promote corporate public relations
Code	107177L5
Description	Use events with news value or consumer-oriented articles to plan, organize various forms of activities to create "hot topic" to attract the media and the public's attention and interest for sales promotion. It could also accurately disseminate the detailed corporate information to achieve public relations purpose.
Level	5
Credit	12 ( For Reference Only )
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Recognize the concept and characteristics of news and soft article <ul style="list-style-type: none"> <li>• Understand the characteristics of article marketing <ul style="list-style-type: none"> <li>○ Low cost</li> <li>○ Marketing purpose: together with advertisement to promote sales volume</li> <li>○ Attract public attention with hot topic issues</li> <li>○ With speculation features</li> <li>○ Embed product information into news information, corporate culture, reviews and other text resources to induce the customers interest</li> <li>○ Create a sense of trust through word of mouth</li> </ul> </li> </ul> </li> <li>2. Identify the classification of news and soft article marketing and set appropriate article theme <ul style="list-style-type: none"> <li>• Article for promoting new products, for example: <ul style="list-style-type: none"> <li>○ Product evaluation review</li> <li>○ Buyer experience</li> <li>○ Product linkage</li> </ul> </li> </ul> </li> <li>3. Apply article writing skills <ul style="list-style-type: none"> <li>• Master the importance of the title. The title should be compelling and impressive</li> <li>• Flexible use of a variety of article style to achieve the goal of marketing (such as suspense style; emotional style; story type; intimidation; promotional style; news style; temptation style etc.) <ul style="list-style-type: none"> <li>○ Set the title: prominence, deep impression, personality</li> <li>○ Set up the main theme: controversial contents to convey product information</li> <li>○ Set the reply: appropriate evaluation to cover product information</li> </ul> </li> <li>• Analyze cases of article marketing <ul style="list-style-type: none"> <li>○ Analyze and evaluate cases of news or soft article marketing and point out the successful factors</li> </ul> </li> </ul> </li> <li>4. Develop the steps for news marketing and soft article marketing <ul style="list-style-type: none"> <li>• According to the corporate needs to integrate the corporate resources to develop the content of news and soft articles</li> <li>• According to the theme of planning, design different styles of article theme to achieve better communication</li> <li>• Select appropriate channels of release according to the article theme</li> <li>• Master the skills of news and soft article marketing <ul style="list-style-type: none"> <li>○ Content to have tension and incitement, to catch the hot topics</li> <li>○ Continue to create attention by regularly include fresh "small events"</li> </ul> </li> </ul> </li> </ol>

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	<ul style="list-style-type: none"><li>○ Embed product information and activities without traces</li><li>○ Choose appropriate, large-scale communication channels</li></ul> <p>5. Master the methods to promote corporate public relations through news and soft articles</p> <ul style="list-style-type: none"><li>• Understand the advantages of promoting corporate public relations through news and soft articles<ul style="list-style-type: none"><li>○ News and soft articles with timely dissemination of features. Corporate with significant value of external publicity must publish immediately, otherwise it lost the news value</li><li>○ News has a complete function of interpretation. Could use text to convey the accurate and detailed information for the corporate.</li><li>○ News and soft articles have the functions public relations crisis.</li><li>○ Good news and soft articles have secondary transmission characteristics. The so-called "secondary transmission" is a media released after the other media have reproduced.</li></ul></li><li>• Select and apply appropriate news and soft articles to promote corporate public relations, for example:<ul style="list-style-type: none"><li>○ Promote important corporate activities, for example:<ul style="list-style-type: none"><li>▪ Participate in charity activities</li><li>▪ Industry characteristics event</li><li>▪ Public relations crisis events</li></ul></li><li>○ Corporate CEO marketing, for example:<ul style="list-style-type: none"><li>▪ CEO story interview</li><li>▪ Published industry point of view</li><li>▪ In response to social hot comments</li><li>▪ Promote social responsibility</li></ul></li><li>○ Promote corporate values, for example:<ul style="list-style-type: none"><li>▪ Corporate culture</li><li>▪ Business growth process</li><li>▪ Brand story</li></ul></li><li>○ Select and corporate with Key Opinion Leader KOL<ul style="list-style-type: none"><li>▪ Understand the advantages of KOL<ul style="list-style-type: none"><li>▪ KOL understand the individual needs of customers and could obtain their trust easily</li><li>▪ KOL plays an important mediating role in community communication and hold a large number of community source</li><li>▪ Easy to obtain the diversified recommendations from network</li></ul></li><li>▪ Review the characteristics of KOL<ul style="list-style-type: none"><li>▪ Life experience with wide knowledge</li><li>▪ Widely communication with the public and have reputation</li><li>▪ Has a high socioeconomic status</li><li>▪ Be innovative</li></ul></li><li>▪ Choose the appropriate KOL<ul style="list-style-type: none"><li>▪ Through investigation or by experience to determine the role of KOL in the current environment</li><li>▪ KOLs are often experts in specific areas</li></ul></li></ul></li></ul></li></ul>
	<p>6. Exhibit professionalism</p> <ul style="list-style-type: none"><li>• The news and soft article marketing strategy aligns with the development direction of the corporate.</li></ul>

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	<ul style="list-style-type: none"><li>• Select and apply news and soft article marketing to promote corporate public relations</li><li>• Follow the latest laws of government and regulatory organizations such as information, privacy and information security to ensure that the implementation of the news and soft article marketing does not violate the relevant regulations</li></ul>
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none"><li>• Understand the concept, characteristics and classification of news and soft article marketing</li><li>• Develop the steps of news and soft article marketing</li><li>• Apply the news and soft article to promote corporate public relations</li></ul>
Remark	