

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Marketing Management

Title	Establish online marketing team
Code	107286L5
Description	Establish high-quality and high execution capacity of the marketing team. Develop appropriate evaluation, training and reward system to enable smooth marketing work for achieving sales target.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Establish an online marketing team</p> <ul style="list-style-type: none"> • Establish a moderately matched team size, control the number of teams, and improve per staff performance • Develop assessment incentives <ul style="list-style-type: none"> ○ Principles of assessment reward: more work more return, simple and clear ○ Assessment-oriented: grass-roots sales staff to encourage sales-oriented; high-level sales staff: profit as the main incentive basis • Establish a training system • Personnel reservation: general staff and talent pool <p>2. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the establishment of the high quality sales team meets the business development of corporate. • Strengthen the sales team benefits through the incentive system and training system.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Establish a sales team that meets the needs of the business • Develop appropriate assessment system • Establish sales staff training system • Understand the importance of talent reservation to the corporate
Remark	