

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

Functional Area - Marketing Management

Title	Audit corporate online marketing plan
Code	107287L6
Description	Through the comprehensive, systematic, independent and regular monitoring on the marketing environment, goals, strategies and activities of e-business to explore marketing opportunities, identify marketing problems, establish short-term and long-term action program to ensure the implementation of the marketing plan or the amendment of unreasonable marketing plan.
Level	6
Credit	6 ( For Reference Only )
Competency	<p>Performance Requirements</p> <p>1. Understand the six components of marketing audit</p> <ul style="list-style-type: none"> <li>• Marketing environment audit</li> <li>• Marketing strategy audit</li> <li>• Marketing organization audit</li> <li>• Marketing system audit</li> <li>• Marketing efficiency audit</li> <li>• Marketing function audit.</li> </ul> <p>2. Apply marketing audit methods</p> <ul style="list-style-type: none"> <li>• Apply the key index numerical evaluation method</li> <li>• Apply questioning method: closed and open questions</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Ensure the corporate online marketing plan is fair and impartial audit</li> <li>• Ensure the corporate online marketing programs could be assessed and receive improvement opportunities</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Master the six components of marketing audit</li> <li>• Apply the methods of marketing audit</li> </ul>
Remark	