

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

Functional Area - Marketing Management

Title	Control online marketing
Code	107288L6
Description	Through a series of annual plan control, profit control, efficiency control and strategic control, follow up every parts of the marketing process to ensure the e-business business plans are running in accordance with the target.
Level	6
Credit	12 ( For Reference Only )
Competency	<p>Performance Requirements</p> <p>1. Apply annual plan control</p> <ul style="list-style-type: none"> <li>• Understand sales differences <ul style="list-style-type: none"> <li>○ Measure and assess the difference between actual sales and planned sales</li> </ul> </li> <li>• Analyse market share <ul style="list-style-type: none"> <li>○ All market share</li> <li>○ Target market share</li> <li>○ Relative market share</li> </ul> </li> <li>• Analyse marketing expense rate <ul style="list-style-type: none"> <li>○ Measure and evaluate the ratio of marketing expenses to sales, and further subdivide the cost of marketing, advertising expense rate, sales promotion expense rate, marketing research expense rate, sales management expense rate, etc.</li> </ul> </li> <li>• Master the attitude of customers <ul style="list-style-type: none"> <li>○ Through the establishment of customer complaints and suggestions mechanism, establishment of a fixed sample of customers or through customer surveys, etc., to understand, measure and evaluate the changes of customer's attitude to product or service.</li> </ul> </li> </ul> <p>2. Control profitability</p> <ul style="list-style-type: none"> <li>• Return on assets</li> <li>• Sales margins and asset turnover</li> <li>• Cash turnover</li> <li>• Inventory turnover and accounts receivable turnover</li> <li>• Return on net assets</li> </ul> <p>3. Monitor marketing efficiency</p> <ul style="list-style-type: none"> <li>• Sales staff efficiency <ul style="list-style-type: none"> <li>○ The number of times the salesperson has an average number of contacts or visits to the customer</li> <li>○ The average time required for each visit</li> <li>○ Average earnings per visit</li> <li>○ Average cost per visit</li> <li>○ Percentage of scheduled purchases per 100 sales</li> <li>○ The number of new customers per month</li> <li>○ The number of customers lost each month</li> <li>○ The percentage of sales cost to total sales</li> </ul> </li> <li>• Advertising efficiency <ul style="list-style-type: none"> <li>○ The cost of each media exposure to the cost per thousand customers</li> <li>○ Pay attention to the ratio of people who read advertising</li> <li>○ Customer 's evaluation on advertising content and results</li> <li>○ Changes in customer attitudes before and after advertising</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>○ The number of queries inspired by the advertising</li> <li>• Business promotion efficiency <ul style="list-style-type: none"> <li>○ Percentage of discounted sales</li> <li>○ The cost of the display included in each unit of sales</li> <li>○ Coupon recovery rate</li> <li>○ The number of queries caused by the demonstration</li> </ul> </li> <li>• Distribution efficiency <ul style="list-style-type: none"> <li>○ Analyse and improve the performance of distribution channels, corporate inventory control, warehouse location and transport efficiency to improve distribution efficiency</li> </ul> </li> </ul> <p>4. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Ensure every component of marketing could be monitored and quantified so as to speed up the marketing goals achievement.</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Apply the method of annual plan control</li> <li>• Apply the method of profit control</li> <li>• Monitor marketing efficiency</li> </ul>
Remark	