

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

Functional Area - Sales, Marketing and Multi-channel Sales Management

Title	Plan multi-channel marketing communications
Code	111254L4
Range	This unit of competency (UoC) is applicable to staff responsible for IT and marketing management in the retail industry. Practitioners have the ability to devise a communication plan for the organisation's multi-channel marketing and sales strategies in accordance with the organisation's marketing strategies and electronic sales platform, in order to strengthen the organisation's overall retail business development.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of online marketing communications</p> <ul style="list-style-type: none"> <li>• Understand the organisation's overall marketing strategy</li> <li>• Understand the power and success factors of multi-channel marketing communications</li> <li>• Understand knowledge of online business platform including: <ul style="list-style-type: none"> <li>○ Marketing and promotional skills</li> <li>○ Online business platform operating skills</li> <li>○ Terminology of online business platform</li> <li>○ Ways to perform online business promotion and transactions, etc.</li> </ul> </li> <li>• Understand in what way the organisation classifies customers into different groups and its purpose</li> <li>• Master different customer groups' reaction to e-commerce and their acceptance level</li> <li>• Understand the legal norm of online business platform as stipulated by the government and governing bodies</li> <li>• Master the skills in browsing and retrieving information from the online business platform</li> <li>• Understand the essential factors and techniques of successful online interactive communication</li> <li>• Understand different types of information technology security systems and their efficacy</li> <li>• Understand market demand by customers' reaction online</li> </ul> <p>2. Plan multi-channel marketing communications</p> <ul style="list-style-type: none"> <li>• Liaise with supervisor and other related persons to set objectives, strategies and marketing plans for multi-channel sales of the organisation</li> <li>• Select appropriate online-to-offline commerce platforms in accordance with factors such as the organisation's sales strategies, characteristics of goods and target customer group's consumption behaviour</li> <li>• Identify appropriate e-commerce tools (e.g. software and hardware)</li> <li>• Formulate the work plan, schedule, budget and performance indicators for the development and implementation of multi-channel communication</li> <li>• Formulate the design approach and promotional strategies in order to promote corporate image, strengths and characteristics of goods and services online and offline in a consistent manner</li> <li>• Assess the performance of the selected channels as marketing tools</li> <li>• Assess customers' response rates in order to make improvement</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Ensure that the selected channels and their operating procedures comply with related ordinances and regulatory requirements</li> </ul>

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	<ul style="list-style-type: none"><li>• Work on the details and proactively identify opportunities for improvement</li></ul>
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none"><li>• Devise an effective multi-channel communication plan for the organisation in accordance with its marketing strategies and purposes in order to strengthen the overall retail business development.</li></ul>
Remark	This UoC is adopted from 105056L4. The UoC title is revised.