

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

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

Title	Manage website advertisement
Code	111265L5
Range	this unit of competency (UoC) is applicable to staff responsible for publicity and promotion in the retail industry. Practitioners have the ability to manage website advertisement including advertisement scheduling, advertising revenue, contract and customer management.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Evaluate the management concepts of website advertisement</p> <ul style="list-style-type: none"> <li>• Evaluate the publication of advertisement <ul style="list-style-type: none"> <li>○ The setting of the advertisement slot, the date, time of the play, and the setting and modification of the playing time</li> <li>○ Advertisement publication (publication of multiple advertisement in one slot)</li> <li>○ Advertisement publication (publication of one advertisement in multiple slots)</li> </ul> </li> <li>• Evaluate the scheduling of advertisement <ul style="list-style-type: none"> <li>○ The upload and offline of the advertisement</li> <li>○ Set in advance the advertisement publication time</li> <li>○ Assign the exposure rate of the advertisement</li> </ul> </li> <li>• Evaluate the orientation of advertisement <ul style="list-style-type: none"> <li>○ Master the basic orientation technology: geo-targeting, day-to-day orientation, time orientation, web orientation, browser orientation, reader orientation, language targeting, channel targeting, large data targeting, and advertisement targeting</li> <li>○ Optimise advertising strategy and increase advertising revenue with a flexible targeting approach and sales plan</li> </ul> </li> </ul> <p>2. Manage website advertisement</p> <ul style="list-style-type: none"> <li>• Audit and manage the advertisement contracts including the date of signing, clients and advertising lists</li> <li>• Manage advertisement clients: client name, contact person, phone, address, advertisement content etc.</li> <li>• Set the advertisement fee: <ul style="list-style-type: none"> <li>○ Mode of billing: click, form advertisement</li> <li>○ Calculation of the normal billing method: according to the click billing / time billing</li> <li>○ CPA (pay-per-view), CPA (pay-per-view), CPS (paid by sales), etc., for advertising purposes</li> </ul> </li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• In the management of website advertisement, comply with the latest laws and regulations such as copyright, privacy and information security from the government and regulatory organisations to ensure that the relevant regulations would not be violated</li> <li>• Meet the requirements of the corporate development during the implementation of the site advertisement</li> </ul>
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to:

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	<ul style="list-style-type: none"><li>• Master the basic advertisement management including publication, scheduling, orientation management; and</li><li>• Manage advertising contracts and customers.</li></ul>
Remark	This UoC is adopted from 107118L5