

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

Functional Area - Public relations, marketing and internal communications

Title	Implement brand promotion strategy
Code	110715L3
Range	This unit of competency involves project management and execution abilities. Practitioners should be able to implement the established brand promotion strategy and promote the brand through various media, so as to establish a clear brand image in consumers' minds.
Level	3
Credit	2 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of brand promotion</p> <ul style="list-style-type: none"> <li>• Understand the established brand image and promotion strategy of the company</li> <li>• Understand various brand promotion strategies, media and their characteristics</li> </ul> <p>2. Implement brand promotion strategy</p> <ul style="list-style-type: none"> <li>• Make use of the appropriate branding strategies and media to promote the brand, including: <ul style="list-style-type: none"> <li>○ Advertising</li> <li>○ Online marketing</li> <li>○ Media releases</li> <li>○ Public relations activities</li> </ul> </li> <li>• Arrange and participate in various media events to build the company's image, including: <ul style="list-style-type: none"> <li>○ News or press conferences</li> <li>○ Lectures on tourism products</li> <li>○ Speaking at sales meetings</li> <li>○ Tourism seminars</li> <li>○ Tourism product trade fairs and exhibitions</li> <li>○ Event title sponsorship or travel programmes in various media</li> <li>○ Public welfare activities and social corporate responsibility activities</li> <li>○ Celebrity endorsements for tourism products</li> <li>○ Affiliated marketing collaborations with various industries</li> </ul> </li> <li>• Ensure a unified brand image across various branding strategies</li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Comply with the "Trade Descriptions Ordinance" to ensure the accuracy of all marketing information</li> <li>• Take the initiative to arrange and participate in various media events to build the company's image</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Make use of various strategies and media for company brand promotion, so as to establish a clear brand image in consumers' minds</li> </ul>
Remark	