

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Public relations, marketing and internal communications

Title	Plan brand promotion strategies
Code	110716L5
Range	This unit of competency involves planning and project management abilities. Practitioners should be able to master the tourism market and the positioning of tourism products to establish the company's brand image, and develop relevant brand promotion strategies according to market research analysis results.
Level	5
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of the company's brand image and promotion</p> <ul style="list-style-type: none"> • Understand the company's brand value, image and market positioning • Understand the types, characteristics of the company's tourism products and target customer groups • Understand brand awareness, brand loyalty, brand perception, quality and brand associations of the company's main sales target groups • Understand various brand promotion strategies, media and their characteristics, including: <ul style="list-style-type: none"> ○ Advertising ○ Online marketing ○ Media releases ○ Public relations activities <p>2. Develop brand promotion strategies</p> <ul style="list-style-type: none"> • Analyse and determine the market positioning of the company's brand • Establish the company's brand image and its objectives • Conduct market research and data analysis • Plan the brand promotion strategies and activities of the company • Understand the brand architecture and develop strategies to enhance brand equity <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Identify the company's brand image and develop promotion strategies with an objective attitude.
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Establish the brand image according to market research results and the company's market positioning; and • Actively plan the brand promotion strategies and activities for the company
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