

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Public relations, marketing and internal communications

Title	Evaluate the effectiveness of brand promotion strategies
Code	110717L6
Range	This unit of competency involves the ability to integrate, analyse and evaluate data. Practitioners should be able to review and evaluate the effectiveness of brand promotion strategies through market research results, and make adjustments and optimisations for future strategies.
Level	6
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the requirements for effective brand promotion activities <ul style="list-style-type: none"> • Understand the objectives of the company's brand promotion strategy • Understand the standards for brand promotion strategies • Master various market research methods 2. Review the effectiveness of brand promotion strategy <ul style="list-style-type: none"> • Through market research to collect indicator data, such as page views • Set up performance measures and metrics, including brand awareness, brand loyalty, customer feedback, media coverage, etc. • Evaluate whether the brand promotion strategies meet the indicator requirements, and review the reasons for any identified discrepancies • Propose methods to adjust and optimise existing promotion strategies 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Comply with the "Trade Descriptions Ordinance" to ensure the accuracy of all marketing information • Take the initiative to measure whether the brand promotion strategies meet the indicator requirement
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Collect data from different brand promotion strategies and performance metrics; and • Evaluate the effectiveness of brand promotion strategies and propose adjustments and ways of optimisation
Remark	