

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Public relations, marketing and internal communications

Title	Evaluate the effectiveness of communication channels
Code	110728L6
Range	This unit of competency involves the ability to integrate, analyse and evaluate data. Practitioners should be able to evaluate the effectiveness of internal and external communication channels based on the overall marketing communications strategy, so as to enhance marketing and the dissemination of marketing and internal communication information.
Level	6
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of communication channels <ul style="list-style-type: none"> • Understand the characteristics of various communication channels • Understand the company's internal and external communication channels 2. Review the effectiveness of various communication channels <ul style="list-style-type: none"> • Accurately collect indicators and data from various communication channels • Evaluate the effectiveness of advertising communications channels according to various indicator data and compared with marketing and communication objectives, including: <ul style="list-style-type: none"> ○ Number of targeted customers ○ Sales performance • Evaluate the effectiveness of online media channels according to various indicator data and compared with marketing and communication objectives, including: <ul style="list-style-type: none"> ○ Number of targeted customers ○ Number of registered users ○ Number of visitors ○ Browsing rate and time ○ User engagement rate ○ Number of shares ○ Sale performance • Evaluate the effectiveness of public relations communication channels according to various indicator data and compared with marketing and communication objectives, including: <ul style="list-style-type: none"> ○ Number of targeted customers ○ Company's brand image ○ Frequency of media coverage • Evaluate the effectiveness of internal communication and knowledge management according to various metrics and objectives, such as: <ul style="list-style-type: none"> ○ Staff awareness of tourism product content and sales information • Select appropriate communication channels for information dissemination after reviewing the overall marketing communications strategy • Develop the best communication channel mix for the company 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Regularly evaluate the method of collecting indicators and data to ensure its effectiveness • Actively evaluate the effectiveness of communication channels and provide proposals for improvement
Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are:

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	<ul style="list-style-type: none">• Understand the overall market communication strategy and objectives, as well as the types of communication channels;• Accurately collect indicators and data from various communication channels for evaluation; and• Review the effectiveness of different communication channels and make adjustments and recommendations for improvement
Remark	