Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Information technology application and support

Title	Use IT systems for marketing purposes
Code	110739L3
Range	This unit of competency involves IT skills and marketing abilities. Practitioners should be able to master the pros and cons of traditional and new media marketing and match them to the marketing process.
Level	3
Credit	4 （For Reference Only）
Competency	Performance Requirements 1. Master the knowledge of applying the IT system to marketing • Understand the company's background, brand image and market positioning • Understand the management system of the company website • Understand how to combine traditional and online promotion methods • Cooperate with the customer service system to collect information on customers' travel preferences • Use search engines to promote and market products • Master promotion methods on social platforms 2. Apply IT systems to marketing activities • Synthesise the company's business profile, sales/market share, promotion spending/advertising share, and sales records for tourism products • Assess the compatibility of various online promotion programs with the company's development goals • Choose an online promotion plan appropriate to the situation • Use IT systems to help the company implement marketing initiatives 3. Demonstrate professional skills and attitude • Regularly apply data from IT systems to identify potential customers • Comply with the "Personal Data (Privacy) Ordinance" when conducting marketing activities
Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are: • Apply IT systems to the marketing process according to the company's background, brand image and market positioning, and assess the compatibility of various online marketing solutions with the company's development objectives
Remark	