

## Specification of Competency Standards for the Retail Banking

### Unit of Competency

#### **Sales and Relationship Management > 8.1 Sales Strategy & Implementation Plan Formulation**

Title	Plan for implementation details of the marketing and promotional activities
Code	107517L4
Range	Plan for implementation details of individual marketing and promotional activity of a particular business area. This applies to different kinds of activities for different target groups
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand the marketing and promotional activity           <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Gather and organise information related to target customers of the marketing and promotional activity by specifying their demographic characteristics, interests, consumer behavior etc.</li> <li>• Understand the rationale and objectives of the marketing and promotional activity so as to recommend implementation details to achieve the objectives</li> </ul> </li> <li>2. Work out implementation details of individual activity           <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Understand the features of products / services offered by the bank in order to design a suitable implementation method</li> <li>• Work out implementation details by specifying the process flow, timeline and person-in-charge to fulfil the stated objectives</li> <li>• Develop the on-site resource plan to ensure adequate manpower and equipment in different posts during activity</li> <li>• Take up the coordination work to liaise with different parties, e.g. advertising agency, PR agency, property management firm, printing house to put the implementation details into practice</li> <li>• Anticipate potential setbacks during the implementation and come up with contingency plans to tackle the problems</li> </ul> </li> <li>3. Monitor the execution of the implementation plan           <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Monitor the application of promotional messages in different channels to ensure consistency and carry out remedial actions when necessary</li> <li>• Monitor expenditure according to the budget plan and make necessary adjustment in order to ensure expenditure is within budget</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• An implementation plan and monitoring measures of marketing and promotional activity which outlines specific steps in meeting the objectives. The plan should be formulated according to the target groups, activity objectives, activity design and available resources, etc.</li> <li>• Monitoring of the implementation and take necessary actions in order to ensure compliance with the stated objectives and plan</li> </ul>
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