

# DEVELOP CORPORATE IMAGE

UNIT CODE: BUS/BM/CR/04/6

## Unit Description

This unit specifies the competencies required to develop corporate image. It involves developing corporate image strategy, developing and implementing Public Relations strategy, carrying out CSR activities, maintaining stakeholders' relationships, developing synergies for innovation, developing and implementing rebranding strategies, initiating international/global business opportunities, managing corporate image through media, undertaking periodic corporate image review and monitoring and evaluating corporate image.

## ELEMENTS AND PERFORMANCE CRITERIA

<b>Element</b> <i>These describe the key outcomes which make up workplace function.</i>	<b>Performance Criteria</b> <i>These are assessable statements which specify the required level of performance for each of the elements.</i> <b><i>Bold and italicized terms are elaborated in the Range</i></b>
1. Develop corporate image strategy	1.1 <b><i>Corporate image objective</i></b> is developed, guided by the strategic plan 1.2 Corporate Image Policy is developed according to strategic plan 1.3 <b><i>Corporate identity tools</i></b> are designed in accordance with the organization strategic plan

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	<p>1.4 <b><i>Corporate image components</i></b> are developed in accordance with the strategic plan</p> <p>1.5 <b><i>Corporate communication</i></b> is carried out in accordance with the Corporate Image Policy</p> <p>1.6 <b><i>Corporate advertising</i></b> is carried out in accordance with the corporate image policy</p>
<p>2. Develop and implement public relations strategy</p>	<p>2.1 <b><i>Public Relations activities</i></b> are identified in accordance with the strategic plan.</p> <p>2.2 PR resources are determined according to PR activities</p> <p>2.3 <b><i>Public Relations expenditure</i></b> budget is determined in accordance with the finance procedure</p> <p>2.4 Public Relations activities are carried out in accordance with PR Policy and Procedures.</p> <p>2.5 PR activities are analyzed and reviewed as per PR policy and procedures</p>

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3. Manage Project Resources	3.1 <b><i>CSR Areas</i></b> are identified in accordance with the Strategic Plan 3.2 CSR committee is constituted in accordance with CSR policy 3.3 <b><i>CSR dimensions</i></b> are spelt out in accordance with the CSR policy 3.4 <b><i>CSR targeted benefits</i></b> are determined in accordance with Cost Benefit Analysis 3.5 Scope of CSR is determined in accordance with the budget allocation 3.6 CSR budget is developed according to finance policy and CSR activities 3.7 CSR activities are carried out according to CSR procedures 3.8 CSR activities are evaluated and reviewed as per CSR procedures
4. Maintain stakeholders relationship	4.1 The stakeholders are identified and categorized in accordance with the stakeholders' policy 4.2 <b><i>Stakeholders response</i></b> is analyzed in accordance to procedures

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	4.3 <b><i>Response</i></b> to stakeholders’ feedback is carried out according to procedures
5. Develop synergies for innovation	5.1 Partnerships are identified and developed in accordance with Collaborations policy and the Strategic plan 5.2 <b><i>Partnership benefits</i></b> are determined in accordance with Strategic plan 5.3 Beneficial Partnership is formed in accordance to collaboration procedure. 5.4 Partnership for innovation is formed in accordance to the collaborations policy
6. Develop and implement rebranding strategies	6.1 Guidelines for monitoring Analysis of current brand status is carried out in accordance with marketing procedures 6.2 Benchmarking key performance indicators against peers in the industry/sector is conducted according to organizations procedures

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	<p>6.3 Areas of improvement are identified as per SWOT analysis results</p> <p>6.4 Rebranding plan is formulated based on SWOT analysis</p> <p>6.5 Rebranding budget is prepared according to finance policy</p> <p>6.6 Rebranding plan is implemented as per the rebranding plan and budget</p> <p>6.7 Rebranding activities is monitored and evaluated based on marketing procedures</p> <p>6.8 Corrective action is implemented as per corporate image policy</p>
<p>7. Initiate international / global business opportunities</p>	<p>7.1 Global trade policy is developed in accordance with strategic plan</p> <p>7.2 <b><i>Global/international business</i></b> trade opportunities are identified and selected in accordance with the Global trade policy and procedures</p> <p>7.3 Feasibility study is carried out in accordance with Global trade policy and procedures</p>

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	<p>7.4 <b><i>Benefits of international/global trade</i></b> and projections are established in accordance to strategic plan projections and cost benefit Analysis</p> <p>7.5 Selected opportunities are implemented in accordance with Global trade policy and procedures</p> <p>7.6 Monitoring of implemented opportunities is undertaken according to Global trade policy and procedures</p>
<p>8. Manage corporate image through media</p>	<p>8.1 <b><i>Virtual platforms and mainstream media</i></b> are identified as per corporate image policy</p> <p>8.2 Virtual platforms organizations account is developed in accordance with prevailing legislation and provider’s terms and conditions</p> <p>8.3 Virtual platforms personnel are trained in accordance with training policy</p> <p>8.4 <b><i>Virtual platforms and mainstream media are managed</i></b> in accordance with PR policy and procedures</p>

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<p>9. Undertake periodic corporate image review and rebrand</p>	<p>9.1 <b><i>Corporate image components</i></b> are reviewed in accordance with corporate image policy guidelines</p> <p>9.2 <b><i>Rebranding strategies</i></b> are developed in accordance with the corporate image policy.</p> <p>9.3 <b><i>Rebranding process</i></b> is carried out in accordance with Corporate image procedures</p> <p>9.4 Corporate <b><i>rebranding benefits</i></b> are analyzed in accordance with the financial and non- financial forecasts</p>
<p>10. Monitor and evaluate corporate image</p>	<p>10.1 <b><i>Stakeholder Feedback</i></b> is obtained according to Organizations policy and procedures</p> <p>10.2 Corporate image is evaluated in accordance with analyzed marketing information system</p> <p>10.3 Corrective action is undertaken in accordance with the policy and procedures</p>

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	10.4 Corporate image report is prepared and shared in accordance with procedures

## **RANGE**

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

<b>Variable</b>	<b>Range</b> <b><i>May include but not limited to:</i></b>
1. Corporate image components	1.1 Goods and services 1.2 Factories 1.3 Communication media 1.4 Name 1.5 Logo 1.6 Packaging 1.7 Employees 1.8 Policies 1.9 Ideas and beliefs 1.10 Country culture 1.11 Media reports



<b>Variable</b>	<b>Range</b> <i>May include but not limited to:</i>
2. Corporate image objective	2.1 Positive consumer response 2.2 Portray business and products 2.3 Higher pricing 2.4 Repeat purchase 2.5 Quality employees 2.6 Financial viability 2.7 Public ranking
3. Corporate advertising	3.1 Public relations 3.2 Institutional 3.3 Corporate identity 3.4 Recruitment
4. Public relations activities	4.1 Advertising 4.2 Sponsorship 4.3 Special events 4.4 Promotion
5. Public relations expenditure	5.1 Transportation 5.2 Hospitality 5.3 Branded merchandise 5.4 Personnel expenses 5.5 Communication 5.6 Exhibitions/shows/activations/open days
6. Corporate identity tools	6.1 Name 6.2 Logo 6.3 Slogan 6.4 Colors 6.5 Font

<b>Variable</b>	<b>Range</b> <i>May include but not limited to:</i>
7. Virtual platforms media	7.1 WhatsApp 7.2 Facebook 7.3 Instagram 7.4 Twitter 7.5 Snap chat 7.6 Email 7.7 Road-shows 7.8 Online communication channels 7.9 Community based input 7.10 Online interactions/ collaborations
8. Mainstream media	8.1 Television 8.2 Films 8.3 Radio 8.4 Print media (Magazines, newspapers, newsletters)
9. Virtual platforms / mainstream media are managed	9.1 Positive publicity 9.2 Negative publicity
10. Corporate communication	10.1 Product name and logo 10.2 Formal statements e.g. mission slogan, code of ethics, credo 10.3 Scheduled events
11. Rebranding strategy	11.1 Logo 11.2 Service 11.3 Taglines

<b>Variable</b>	<b>Range</b> <i>May include but not limited to:</i>
	11.4 Market positioning 11.5 Message 11.6 Product name 11.7 Website
12. Rebranding process	12.1 New vision 12.2 Conduct research 12.3 Determine stakeholders 12.4 Communicate change 12.5 Identify core stakeholders 12.6 Project new stakeholders
13. Rebranding benefits	13.1 Tangible 13.2 Intangible
14. Stakeholders feedback	14.1 Online communication 14.2 Polls 14.3 Live chart 14.4 Email surveys 14.5 Calls 14.6 Monitoring of social channels
15. CSR areas	15.1 Economic 15.2 Legal 15.3 Ethical 15.4 Philanthropy
16. CSR dimensions	16.1 Business ethics 16.2 Accountability and transparency 16.3 Social economic development 16.4 Environmental

<b>Variable</b>	<b>Range</b> <i>May include but not limited to:</i>
	16.5 Human rights 16.6 Workers welfare 16.7 Market relations 16.8 Sustainable development and growth
17. Stakeholders	17.1 Customers 17.2 Shareholders 17.3 Employees 17.4 Suppliers 17.5 Government agencies 17.6 Financial institutions 17.7 Social action organizations
18. Stakeholders response	18.1 Complaints 18.2 Complements 18.3 Suggestions
19. Partnership benefits	19.1 Sustainable beneficial relationships 19.2 Streamlining objectives 19.3 People skill connection 19.4 National goal focus
20. International business	20.1 Export 20.2 Foreign direct investments 20.3 Licensing 20.4 Franchise 20.5 Management contact
21. International business benefits	21.1 New consumers 21.2 New products

Variable	Range <i>May include but not limited to:</i>
	21.3 Flow of ideas 21.4 Product variety 21.5 Labor and technology mobility

## REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

### Required Skills

The individual needs to demonstrate the following skills:

- Marketing
- Budgetary control
- Problem solving and trouble shooting
- Networking
- Presentation
- Computer operation
- ICT applications
- Analytical
- Entrepreneurial
- Communication
- Creativity
- Public relations

## Required Knowledge

The individual needs to demonstrate knowledge of:

- International business
- Public relations
- Corporate Social Responsibility (CSR)
- Public Relations (PR)
- Legal aspects in business
- Collaborations and linkages
- Stakeholders management
- Corporate Image and rebranding
- Use of internet
- Communication
- Entrepreneurship
- Basic marketing
- Virtual platforms
- Social media
- Management of corporate image

## EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical aspects of competency	Assessment requires evidence that the candidate: 1.1 Developed corporate reputation 1.2 Designed CSR programme and budget
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	<ul style="list-style-type: none"> <li>1.3 Carried out Public Relations and Corporate Social Responsibility</li> <li>1.4 Created stakeholders profile and maintained the relationships</li> <li>1.5 Developed synergies for innovation and partnerships</li> <li>1.6 Developed corporate image strategies</li> <li>1.7 Developed organizations' virtual platforms accounts</li> <li>1.8 Developed proposals for international/global business</li> <li>1.9 Initiated global businesses</li> <li>1.10 Managed social media corporate image</li> <li>1.11 Undertook periodic corporate image review</li> <li>1.12 Undertook rebranding</li> </ul>
<p>2. Resource implications</p>	<p>The following resources must be provided:</p> <ul style="list-style-type: none"> <li>2.1 Assessment location</li> <li>2.2 Relevant templates</li> <li>2.3 Work station</li> <li>2.4 Computers/projector</li> <li>2.5 Internet connectivity</li> <li>2.6 Print media material</li> <li>2.7 Guest speakers</li> </ul>
<p>3. Methods of assessment</p>	<p>Competency may be assessed through:</p> <ul style="list-style-type: none"> <li>1.1 Observation</li> <li>1.2 Written</li> </ul>

	<p>1.3 Presentation</p> <p>1.4 Case study</p> <p>1.5 Project</p>
4. Context of assessment	<p>Competency may be assessed:</p> <p>4.1 On the job</p> <p>4.2 Off the job</p> <p>4.3 In work placement (attachment,)</p> <p>Off the job assessment must be undertaken in a closely simulated workplace environment</p>
5. Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.</p>

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