CARRY OUT CORPORATE IMAGE STRATEGIES
UNIT CODE: BUS/BM/CR/03/5

Unit Description

This unit specifies the competencies required to carry out corporate image strategies. It involves carrying out public relations and CSR, maintaining stakeholders' relationships, developing partnerships for innovation, coordinate corporate image through virtual platform and preparing functional corporate image report.

ELEMENTS AND PERFORMANCE CRITERIA

Element	Performance Criteria
These describe the key outcomes which make up workplace function.	*These are assessable statements which specify the required level of performance for each of the elements.* **Bold and italicized terms are elaborated in the Range**
1. Carry out Public Relations and Corporate Social Responsibility (CSR) tasks	1.1 Public Relations Activities are identified in accordance with the strategic plan. 1.2 **Public Relations expenditure** is determined in accordance with the PR Budget 1.3 Public Relations Activities are carried out in accordance with PR Policy and Procedures.

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	1.4 ***CSR Areas*** are identified in accordance with the Strategic Plan 1.5 ***CSR dimensions*** are incorporated in accordance with the CSR policy 1.6 CSR targeted benefits are determined in accordance with Cost Benefit Analysis 1.7 Scope of CSR is determined in accordance with the budget allocation
2. Maintain Stakeholders Relationship	2.1 The ***stakeholders*** are identified and categorized in accordance with the stakeholders' policy 2.2 Stakeholders register is developed based on stakeholders' information and other reliable sources 2.3 Stakeholders' communications are maintained as per organization procedures

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	2.4 ***Stakeholders feedback* is** analyzed in accordance with procedures
	2.5 Response to stakeholders' feedback is carried out according to procedures
	2.6 Stakeholders' register is maintained as per organization procedures
3. Develop Synergies for Innovation	3.1 Partnerships are developed in accordance to collaborations policy and the strategic plan
	3.2 ***Partnership benefits*** are determined in accordance with Strategic plan
	3.3 Beneficial Partnership is formed in accordance to collaboration procedure.
	3.4 Partnership for innovation is formed in accordance to the collaborations policy

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4. Coordinate Corporate Image through Virtual Platform	4.1 Virtual platforms are identified as per ICT policy 4.2 Virtual platforms are developed in accordance with prevailing legislation and provider's terms and conditions 4.3 Virtual platform personnel are trained in accordance with training policy 4.4 Virtual platforms are managed in accordance with PR policy and procedures
5. Prepare Functional Corporate Image Report	5.1 *Corporate image components* of the *functional unit* are identified according to corporate image policy guidelines 5.2 *Feedback* from stakeholders is obtained according to Organizations policy and procedures

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	5.3 Corporate image is evaluated in accordance with analyzed marketing information system 5.4 Corrective action is undertaken in accordance with the policy and procedures 5.5 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.

Variable	Range *May include but not limited to:*
1. Public relations expenditure	1.1 Transportation 1.2 Hospitality 1.3 Branded merchandise

	1.4 Personnel expenses	
	1.5 Communication	
	1.6 Exhibitions/shows / activations/open days	
2. CSR areas	2.1 Economic	
	2.2 Legal	
	2.3 Ethical	
	2.4 Philanthropy	
3. CSR dimensions	3.1 Business ethics	
	3.2 Accountability and transparency	
	3.3 Social Economic development	
	3.4 Environmental	
	3.5 Human rights	
	3.6 Workers welfare	
	3.7 Market relations	
	3.8 Sustainable development (Environmental friendly)	
4. Stakeholders	4.1 Customers	
	4.2 Shareholders	
	4.3 Employees	
	4.4 Suppliers	
	4.5 Government agencies	
	4.6 Financial institutions	
	4.7 Social action organizations	

5.	Partnership benefits	5.1 Sustainable beneficial relationships 5.2 Streamlining objectives 5.3 People skill connection 5.4 National goal focus
6.	Corporate image components	6.1 Goods and services 6.2 Factories 6.3 Communication media 6.4 Name 6.5 Logo 6.6 Packaging 6.7 Employees 6.8 Policies 6.9 Ideas and beliefs 6.10 Country culture 6.11 Media reports
7.	Functional units	7.1 Department 7.2 Section 7.3 Activity 7.4 Program 7.5 Project
8.	Corporate image purpose	8.1 Positive consumer response 8.2 Portray business and products 8.3 Higher pricing 8.4 Repeat purchase 8.5 Quality employees

	8.6 Financial viability
	8.7 Public ranking
9. Virtual platforms	9.1 WhatsApp
	9.2 Facebook
	9.3 Instagram
	9.4 Twitter
	9.5 Snap chat
	9.6 Video conferencing
10. Stakeholders feedback	10.1 Online communication
	10.2 Polls
	10.3 Live chart
	10.4 Email surveys
	10.5 Calls
	10.6 Monitoring of social channels

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

Required Knowledge

The individual needs to demonstrate knowledge of:

- Public relations
- CSR
- Legal aspects in business
- Collaborations and linkages
- Stakeholders management
- Corporate Image and rebranding
- Use of internet
- Communication
- Entrepreneurship
- Basic marketing
- Social media
- Marketing
- Budgetary control

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 Identified public relations activities 1.2 Prepared public relations activity program 1.3 Designed CSR programme and budget 1.4 Carried out Public Relations 1.5 Created stakeholders profile 1.6 Identified partnerships for innovations 1.7 Developed corporate image component of a functional unit 1.8 Developed feedback tool for stakeholders
2. Resource Implications	The following resources must be provided: 2.1 Assessment location 2.2 Relevant templates 2.3 Work station 2.4 Computers/projector 2.5 Internet connectivity 2.6 Print media material

		2.7 Guest speakers
3.	Methods of Assessment	Competency may be assessed through: 3.1 Observation 3.2 Written 3.3 Presentation 3.4 Case study 3.5 Project
4.	Context of Assessment	Competency may be assessed: Competency may be assessed: 4.1 On the job 4.2 Off the job 4.3 In work placement (attachment,) 4.4 Off the job assessment must be undertaken in a closely simulated workplace environment
5.	Guidance Information for Assessment	Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.