

1. Title	Promote brands of beauty products		
2. Code	BEZZCN504A		
3. Range	Integrate the professional knowledge of marketing and branding strategy applicable to the beauty industry to promote original beauty or corporate brands; introduce and promote foreign brands, so as to enhance target markets' knowledge of the organization, its beauty products and corporate image.		
4. Level	5		
5. Credit	9 (for reference only)		
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of consumers and brands</p> <ul style="list-style-type: none"> ◆ Possess knowledge of brands ◆ Understand consumer preference <ul style="list-style-type: none"> • Influence of trends and culture on consumer behaviour • Causes of changes in consuming pattern ◆ Understand the value and connotation of brands ◆ Understand the history of international beauty brands <p>6.2 Promote beauty brands</p> <ul style="list-style-type: none"> ◆ Analyze the development history and trend of international beauty brands ◆ Communicate and cooperate with overseas beauty product brand agents in order to introduce and promote foreign beauty brands ◆ Master brand management and marketing strategies <ul style="list-style-type: none"> • Formulate brand positioning and relevant strategies • Establish unique image and value of the brand • Master brand management methods • Formulate sales channels for the brands ◆ Master the rules and regulations on intellectual property of brands and relevant products <ul style="list-style-type: none"> • Understand the importance of intellectual property on brands • Use relevant laws for brand protection ◆ Branding strategy management <ul style="list-style-type: none"> • Ascertain that branding is a long-term goal for corporate development • Understand the core value of the brands • Maintain brand image and product quality in the process of promotion 		

7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to integrate the professional knowledge of marketing and branding strategy to promote original beauty products or corporate brands; (ii) Capable to introduce and promote foreign brands so as to effectively enhance the reputation of the organization and its beauty products and services for better sales; and (iii) Capable to master the requirements on intellectual property of brands and relevant products.
8. Remarks	