Information and Communications Technology Industry Training Advisory Committee
Software Products and Software Services (SW) branch
Unit of Competencies

1. Title	Manage product/services brand	
2. Code	ITSWGS511A	
3. Range	Manage product/services brand in the context of performing Sales and Marketing functions in an organisation [Generic Skills – Sales and Marketing]	
4. Level	5	
5. Credit	4	
6. Competency		Performance Requirement
	6.1 Understand the basic principles of product / service marketing and branding	Be able to know and use the marketing strategies and tactics like 4Ps (Product, Price, Promotion and Place) to analyse, research and establish product/service branding strategy
	6.2 Develop and establish a marketing strategy for the product / services brand	Be able to ■ analyse, research, and develop the competitive strategy of the product/services brand ■ identify the uniqueness and differentiation of the product/services brand offered by the organization
	6.3 Setup and establish a marketing team to develop, execute and manage product / services brand	Be able to setup and establish a professional marketing team to develop, execute and follow up the marketing strategy, tactics and plans for product/service brand
	6.4 Develop, establish and review corporate and product identity	Be able to establish, develop, review and enhance corporate and product / service brand identity in compliance with organization's guidelines as well as any (local and international) laws and regulatory requirements, if applicable
7. Assessment Criteria	The integrated outcome UoCs requirements of this UoCs are the ability to manage the product / service branding with effective marketing strategy, plan and execution.	
Remark		