

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Marketing and Promotion

Title	Master the market trend of jewellery products and relevant marketing skills
Code	108839L3
Range	This unit of competency is applicable to practitioners with job duties related to promotion and marketing in the jewellery industry. Practitioners should be capable of making judgments and analyzing the information related to the market trend of precious/ornamental jewellery. They should also be able to evaluate the market trend of general jewellery products, as well as effectively and independently employ brand strategies and relevant marketing skills to achieve the objectives of product promotion.
Level	3
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Understand the jewellery market and its development trend</p> <ul style="list-style-type: none"> • Know about the jewellery market, including: <ul style="list-style-type: none"> ○ The opportunities and threats brought to the organization by the macroscopic and microscopic marketing environment ○ The concept of market segmentation: <ul style="list-style-type: none"> ▪ Understand the purpose of market segmentation and “position” the products ▪ Understand the basic variables of the market ▪ Understand market segmentation procedure, its basic strategies, etc. ○ Know about consumers’ buying pattern, types of consumers and how consumers make decisions ○ Master the techniques of handling intaking goods and slow-moving goods • Know about the development trend of jewellery products and relevant technical information <ul style="list-style-type: none"> ○ Know how to analyze jewellery products, such as core products, real products and additional products ○ Know about product development trends ○ Assess product development trends through various channels <p>2. Implement marketing plans for jewellery products</p> <ul style="list-style-type: none"> • Effectively implement marketing plans for jewellery products according to the objectives set by the organization, such as: <ul style="list-style-type: none"> ○ Identify target consumers ○ Develop marketing objectives and strategies ○ Determine the essential points in marketing portfolio ○ Implement brand strategies, such as: <ul style="list-style-type: none"> ▪ Increase brand awareness ▪ Increase sales channels ▪ Strengthen publicity and promotion activities ○ Plan marketing strategies ○ Organize exhibitions ○ Set up online sales platforms ○ Assess marketing results • Manage and co-ordinate the marketing plans for jewellery products • Apply information technology in marketing and sales, such as: <ul style="list-style-type: none"> ○ Apply multimedia technology and software

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	<ul style="list-style-type: none"> ○ Use multimedia peripheral products, including digital camera, digital camcorder, virtual reality/augmented reality, server, etc. ○ E-commerce and the use of the Internet <p>3. Professionalism</p> <ul style="list-style-type: none"> • Ensure that customers receive accurate and sufficient information when conducting marketing activities • Protect the privacy interests of customers when collecting market research data • Contents of advertisements or promotional activities cannot carry discriminatory wordings
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to analyze and assess the marketing trend of general jewellery products; and • Employ marketing analysis, brand strategies and relevant marketing skills to effectively implement the marketing plans for jewellery products, so as to accomplish the promotion target set by the company.
Remark	