

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Marketing and Promotion

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| Title | Assess comprehensive marketing plans and performance requirements |
| Code | 108841L5 |
| 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 analyzing, judging and assessing. They should be able to conduct in-depth analysis of the comprehensive jewellery marketing plans (including brand strategies), assess the performance requirements, and submit relevant reports and data to management to adjust the marketing plans to cater to the market and use them as a reference to facilitate the development of future marketing direction of the enterprise. |
| Level | 5 |
| Credit | 9 |
| Competency | <p>Performance Requirements</p> <p>1. Know about the situation of the jewellery market</p> <ul style="list-style-type: none"> • Know about the situation of the jewellery market, including: <ul style="list-style-type: none"> ○ Local market, Mainland market, each target overseas market, etc. ○ The development potential, marketing structure, current market orientation, market life cycle, etc. of each target market <p>2. Assess comprehensive marketing plans and performance requirements</p> <ul style="list-style-type: none"> • Assess the marketing plans, brand strategies and performance requirements of each target market in accordance with the objectives of the organization • Understand the importance of collecting market information to the business development of jewellery companies • Assess the comprehensive marketing plans according to the relevant performance requirements <ul style="list-style-type: none"> ○ Assess and review the actual performance of the marketing strategies for the brand and propose optimization suggestions • Submit relevant reports and data to management to adjust the marketing strategies to meet market demand • Provide reference for the organization to develop future marketing strategies <p>3. Professionalism</p> <ul style="list-style-type: none"> • Ensure that customers receive accurate and sufficient information when developing marketing plans |
| Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to assess the situations of all kinds of jewellery markets, such as local market, Mainland market and overseas market; • Assess the effectiveness of the comprehensive marketing plans (local market, Mainland market and overseas market, including brand strategies); and • Submit reports and data to management about the assessment of the comprehensive marketing plans for the organization to develop future marketing strategies. |
| Remark | |