

**Specification of Competency Standards for the Jewellery Industry**  
**Unit of Competency**

1. Title	Master the market trend of jewellery products and relevant marketing skills
2. Code	JLZZMK301A
3. Range	This unit of competency is applicable in the marketing of the jewellery industry. Practitioners should be capable to analyze the information relating to the market trend of precious/ornamental jewellery. They should also be able to evaluate the market trend of general jewellery products and effectively employ relevant marketing skills to achieve the objectives of product promotion.
4. Level	3
5. Credit	9
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the jewellery market and its development trend</p> <ul style="list-style-type: none"> <li>◆ Know about the jewellery market, including: <ul style="list-style-type: none"> <li>• The opportunities and threats brought to the organization by macroscopic marketing and microscopic environment</li> <li>• The concept of market segmentation: <ul style="list-style-type: none"> <li>▸ Understand the purpose of market segmentation and “position” the products</li> <li>▸ Understand the basic variables of the market</li> <li>▸ Understand market segmentation procedure and its basic strategies, etc.</li> </ul> </li> <li>• Know about consumers’ buying pattern, types of consumers and how they make decision</li> <li>• Master the techniques of handling intaking goods and slow-moving goods</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>◆ Know about the development trend of jewellery products and relevant technical information <ul style="list-style-type: none"> <li>• Know how to analyze jewellery products, such as: core products, real products and additional products</li> <li>• Know about product development trends</li> <li>• Assess product development trends through various channels</li> </ul> </li> </ul> <p>6.2 Implement marketing plan for jewellery products</p> <ul style="list-style-type: none"> <li>◆ Effectively implement marketing plan for jewellery products according to the objectives set out by the organization, such as: <ul style="list-style-type: none"> <li>• Identify target consumers</li> <li>• Develop marketing objectives and strategies</li> <li>• Determine the essential points in marketing portfolio</li> <li>• Plan marketing strategies</li> <li>• Organize exhibitions</li> <li>• Assess marketing results</li> </ul> </li> <li>◆ Manage and coordinate the marketing plans for jewellery products</li> <li>◆ Apply information technology in marketing and sales, such as: <ul style="list-style-type: none"> <li>• Apply multi-media technology and software</li> <li>• The use of multi-media peripheral products, including: digital camera, DVD recorder and server, etc.</li> <li>• Commerce and the use of Internet</li> </ul> </li> </ul>
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<p>7. Assessment Criteria</p>	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>(i) Capable to analyze and assess the marketing trend of general jewellery products; and</li> <li>(ii) Capable to employ marketing analysis and relevant marketing skills to effectively implement the marketing plan for jewellery products, so as to accomplish the promotion target set out by the company.</li> </ul>
<p>8. Remarks</p>	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses knowledge about the basic marketing skills for jewellery products.</p>