

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

1. Title	Implement comprehensive marketing plan
2. Code	JLZZMK401A
3. Range	This unit of competency is applicable to the marketing duties of the jewellery industry. Practitioners should be capable to employ marketing theory to explore market orientation, make proper analysis and assessment on the latest information of the market, and effectively implement comprehensive marketing plan for jewellery products.
4. Level	4
5. Credit	9
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand marketing theory</p> <ul style="list-style-type: none"> <li>◆ Know about market orientation theory, including: <ul style="list-style-type: none"> <li>• Apply marketing portfolio</li> <li>• Consumer goods and industrial and commercial markets</li> <li>• Customer-oriented and product-oriented organizations</li> </ul> </li> <li>◆ Capable to know the marketing environment and market segmentation, including: <ul style="list-style-type: none"> <li>• The distribution channels of jewellery products</li> <li>• Pricing strategies and methods</li> </ul> </li> </ul> <p>6.2 Implement comprehensive marketing plan for jewellery products</p> <ul style="list-style-type: none"> <li>◆ Implement comprehensive marketing plan for jewellery products, including: <ul style="list-style-type: none"> <li>• Analyze the characteristics of the market and target customers</li> <li>• Understand customers' motives in buying jewellery and give jewellery products value</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Master marketing environment</li> <li>• Control promotion effectiveness</li> <li>• Suggest concrete marketing plan to the managerial staff to meet the company’s marketing development plan, business forecast and strategy</li> <li>• Co-ordinate practical promotion duties according to the marketing plan, including determine the purpose of marketing and promotion, and formulate promotion plans, etc.</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to suggest to the managerial staff concrete marketing plan for jewellery products to meet the company’s marketing development plan, business forecast and strategy; and</p> <p>(ii) Co-ordinate practical promotion duties according to the marketing plan, including determine the purpose of marketing and promotion, and formulate promotion plans, etc.</p>
8. Remarks	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses marketing and promotion skills for jewellery products.</p>