

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Assess comprehensive marketing plans and performance requirements		
2. Code	JLZZMK501A		
3. Range	This unit of competency is applicable in industry-related workplaces. Practitioners should be capable to assess comprehensive marketing plans and performance requirements of the industry to facilitate the enterprise to develop future marketing direction.		
4. Level	5		
5. Credit	9		
6. Competency		<u>Performance Requirements</u>	
	6.1	Know about the situation of the jewellery market	<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 and market life cycle of each target market, etc.
	6.2	Assess comprehensive marketing plans and performance requirements	<ul style="list-style-type: none"> ◆ Assess the marketing plans and performance requirements of each target market in accordance with the objectives of the organization ◆ Assess comprehensive marketing plans and performance requirements ◆ Assess comprehensive marketing plans according to relevant performance requirements ◆ Change marketing strategy to cope with market demands

<p>7. Assessment Criteria</p>	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to assess the situations of all kinds of jewellery markets, such as: local market, Mainland market and overseas market; (ii) Capable to assess comprehensive marketing plans (local market, Mainland market and overseas market); and (iii) Capable to formulate relevant performance requirements to assess the comprehensive marketing plans.
<p>8. Remarks</p>	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses basic knowledge on the marketing of jewellery products.</p>