

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Formulate branding strategies for jewellery		
2. Code	JLZZMK701A		
3. Range	This unit of competency is applicable in workplaces relevant to the operational management of the jewellery industry. Practitioners should be capable to integrate the specific knowledge of marketing and branding strategies and make use of brand management strategies to effectively establish brandings and launch publicity.		
4. Level	7		
5. Credit	9		
6. Competency		<u>Performance Requirements</u>	
	6.1	Know about buyers and brands	<ul style="list-style-type: none"> ◆ Master branding knowledge ◆ Know about consumer orientation, including: <ul style="list-style-type: none"> • The impact of trends and culture on consumer behaviour • Changes in consumption pattern and the cause of changes ◆ Understand the value and profundity of brands ◆ Understand thoroughly the brand history of international jewellery
	6.2	Formulate concrete plans to establish jewellery brands	<ul style="list-style-type: none"> ◆ Communicate with overseas jewellery brand agents, including: <ul style="list-style-type: none"> • Formulate publicity strategy for overseas jewellery brand agents • Formulate marketing plans for overseas jewellery brand agents ◆ Formulate original jewellery branding strategies, including:

	<ul style="list-style-type: none"> • Formulate branding positioning and relevant strategies • Establish the image and value of the jewellery brand • Establish the quality of the products/services • Integrate operations, sales and product strategies ◆ Master brand management and marketing strategies, including: <ul style="list-style-type: none"> • Understand brand management methods • Establish sales channels for jewellery brands ◆ Understand brandings and relevant legislations on the intellectual property of products, including: <ul style="list-style-type: none"> • Know about the importance of intellectual property to brands • Know about legal protection for relevant brands ◆ Branding strategy management <ul style="list-style-type: none"> • Ensure that establishing brands is the long-term objective of corporate development • Understand the core value of the brand itself • Consistently maintain the image and quality of brands • Monitor the suitability of the strategy during the implementation process • Rectify decision-making problems during the implementation process
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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"> (i) Capable to integrate the specific knowledge of marketing and branding strategies to effectively formulate concrete plans to establish jewellery brands (original jewellery brands or jewellery brands introduced from overseas); and (ii) Capable to master brand management and marketing strategies to enhance the image and value of the brand itself.
<p>8. Remarks</p>	<p>This unit of competency is applicable to the organization's senior marketing staff and the policy making authority.</p>