

Specification of Competency Standards
for the Manufacturing Technology Industry
Unit of Competency

Functional Area - Business Strategies

Title	Establish and continuously improve corporate image
Code	106544L5
Range	This unit of competency is applicable to the all corporations of the Manufacturing Technology Industry. Practitioners should be capable to plan, design, evaluate and combine different information for fitting the corporation development targets and strategies and assisting in the establishment of good image within citizens and customers.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand relevant establishing and continuously improving corporate image</p> <ul style="list-style-type: none"> • Know marketing theories • Understand the development target, mission, perspective and core values of the corporation • Understand the importance of corporate image • Understand the method of marketing • Understand the corporate image orientation in the market • Understand the legislations about corporate image, including the importance of intellectual property to the brand and the legal guarantee on brand <p>2. Establish and continuously improve corporate image</p> <ul style="list-style-type: none"> • Analyze the strengths and market orientation of the corporation, including products, brand and goodwill etc. • Establish close channels with the media, customers and suppliers. For example, activities can be publicized through media, and the relationship with the public can be strengthened using online social media etc. • Set corporate image strategies • Work out plans for improving corporate image in cooperation with relevant marketing and promotion departments. <p>3. Professional handling of corporate image establishment</p> <ul style="list-style-type: none"> • Ensure the relevant local business legislations are followed when establishing the image
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to analyze the strengths of the corporation, confirm the market orientation and set corporate image strategies • Capable to cooperate with relevant marketing and promotion departments for executing the corporate image improvement plan so as to meet the development targets of the cooperation. At the same time, the cooperation can fulfill the expectation of customers and the society with good corporate image.
Remark	