

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

Functional Area - Sales, Marketing and Customers Management

Title	Formulate corporate branding strategies
Code	106566L5
Range	This unit of competency is applicable to the markets and sales departments of the Manufacturing Technologies Industries. Practitioners should be capable to formulate corporate branding strategies through relevant expertise of marketing and branding
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand relevant knowledge of formulating corporate branding strategies <ul style="list-style-type: none"> • Recognise the intellectual property laws in Hong Kong and operating regions • Understand the corporate image positioning • Understand the corporate development strategies • Understand the characteristics of market research reports, market survey reports and target market • Understand the relevant knowledge of branding, such as brand meaning, brand value, brand appeal, the core value of brand, brand personality, brand loyalty and brand equity • Understand all factors that affect the corporate image and branding, including customers, partners, distributors and investors 2. Formulate corporate branding strategies <ul style="list-style-type: none"> • Analyse customers, competitors and market trends, formulate the branding and product positioning • Formulate branding strategies, such as branding management and operations • Assist and guide the corporate branding survey, understand the outcome of corporate branding through market research • Formulate different branding promotion plans, coordinate with the market environment and social trends, through appropriate channels or advertising media to promote the branding • Formulate appropriate internal marketing and communication plans to ensure that all staff are aware of corporate branding development methods • Analyse all aspects of the society and customers attitudes and perceptions on the corporate branding, continue to improve the branding strategies • Make relevant recommendations to management on corporate branding development 3. Professional handling of formulating corporate branding strategies <ul style="list-style-type: none"> • Respect intellectual property rights and do not plagiarise, and avoid individuals and corporate falling into the trap of infringement
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to coordinate with the corporation development policy and market environment to formulate an appropriate corporate branding strategies • Capable to add branding elements to the market survey and formulate an appropriate branding promotion plan
Remark	