

Specification of Competency Standards of the Retail Industry

**Unit of Competency**

**Functional Area: Sales and Marketing**

Title	Implement brand promotion strategies
Code	105044L3
Range	This unit of competency (UoC) is applicable to staff responsible for brand promotion in the retail industry. It covers the abilities to make judgement and effectively implement the brand promotion strategies established by the organization in order to help it build an ideal brand image and strengthen its business development.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of brand promotion <ul style="list-style-type: none"> <li>• Understand the established branding and marketing strategies of the organization</li> <li>• Understand the organization's purpose and target for building a brand</li> <li>• Understand the essentials for successful brand promotion, e.g.: <ul style="list-style-type: none"> <li>• Product image with the public</li> <li>• Trend</li> <li>• Preference of the target group of customers</li> <li>• Product features</li> <li>• Product design and packaging</li> <li>• Product price</li> </ul> </li> <li>• Understand government regulations and legal norms on product sales and promotion, e.g. Trade Descriptions Ordinance</li> </ul> </li> <li>2. Implement brand promotion strategies <ul style="list-style-type: none"> <li>• Confirm the purpose of building a product brand</li> <li>• Master the essentials for building brand image, including: <ul style="list-style-type: none"> <li>• Brand identity</li> <li>• Brand positioning</li> <li>• Pledge of the brand</li> <li>• After-sales service</li> </ul> </li> <li>• Assist in building brand publicity channels to facilitate the publicity and promotional activities, e.g.: <ul style="list-style-type: none"> <li>• Internal promotion (staff training and awareness)</li> <li>• External promotion (brand, trademark, design, etc.)</li> </ul> </li> <li>• Implement brand promotional activities and plan, including: <ul style="list-style-type: none"> <li>• Publicity and promotional activities</li> <li>• Schedule</li> <li>• Media publicity portfolio, e.g. on-line/graphic</li> <li>• Customer service promotion</li> </ul> </li> <li>• Assess and review the actual effectiveness of the branding strategy and make optimization suggestions</li> <li>• Understand the market trend, develop modes and ways of promotion proactively and try new promotional ideas/methods</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Do not use discriminative wording in advertisements or promotional activities to avoid breaching the discrimination-related ordinances, e.g. the Sex Discrimination Ordinance, the Disability Discrimination Ordinance and the Race Discrimination Ordinance</li> <li>• Ensure that customers can get correct and adequate information during promotion</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Implement relevant product brand promotion according to the established branding strategies of the organization in order to achieve the established target of the organization for brand building;</li> <li>• Assess and review regularly the effectiveness of brand promotion at different stages (e.g. customer's buying cycle) and give suggestions for improvement accordingly;</li> <li>• Assess the target results, master the strategies or practice of market competitors and predict the impact/effect on the organization; and</li> <li>• Analyze data and devise the promotion workflow, and master the returns and results of implementing brand promotion.</li> </ul>
Remark	