

Specification of Competency Standards of the Watch & Clock Industry

**Unit of Competency**

**Functional Area: Sales and Marketing**

Title	Master the Market Trend of Timepiece Products and Related Marketing Skills
Code	104911L3
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to understand the market trend of timepiece products, employ marketing skill to achieve the marketing target for timepiece products.
Level	3
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand the development trend of timepiece market <ul style="list-style-type: none"> <li>• Understand the market trend of timepieces <ul style="list-style-type: none"> <li>• Opportunities and threats brought to the organization by the macro and micro sales environment of the market</li> <li>• Concept of market segmentation <ul style="list-style-type: none"> <li>• Purpose of market segmentation, basic strategies, etc.</li> <li>• Basic variables affecting market segmentation</li> </ul> </li> <li>• Buying patterns and types of consumers and the decisions they made</li> </ul> </li> <li>• Understand the product marketing and promotion methods <ul style="list-style-type: none"> <li>• Know about different promotion methods and channels</li> <li>• Understand product publicity or promotion mix</li> </ul> </li> </ul> </li> <li>2. Implement marketing plans for timepiece products <ul style="list-style-type: none"> <li>• Employ marketing knowledge to implement timepiece product promotion for the organization, so as to achieve the marketing target set by the organization</li> <li>• Analyze the characteristics of the market and target group of customers</li> <li>• Coordinate the actual marketing work according to the marketing plan of the organization, e.g.: <ul style="list-style-type: none"> <li>• Confirm the targets of marketing</li> <li>• Design leaflets for publicity</li> <li>• Use information technology in sales and promotion</li> <li>• Arrange exhibitions for the sales and promotion of timepiece products</li> </ul> </li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Ensure that customers can get correct and adequate information during promotion</li> <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> </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>• Know about marketing of general timepiece products; and</li> <li>• Implement marketing duties for according to the marketing plan of the organization, so as to achieve the marketing target of the organization and coordinate the actual marketing work.</li> </ul>
Remark	