

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Brand Management

Title	Implement Brand Promotion Strategies
Code	104942L3
Range	This unit of competency (UoC) is applicable to timepiece product brand building or promotion. It covers the abilities to implement timepiece brand promotion strategies according to the established corporate strategy, and assist in reviewing the effectiveness of the implementation plan.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of the brand <ul style="list-style-type: none"> • Understand branding and marketing strategies of the organization • Understand the organization’s purpose and target for the sales of the brand • Understand the essentials for a timepiece product to become a successful brand • Master the goals of the branding strategies • Master the elements of a brand, including: <ul style="list-style-type: none"> • Brand identity • Brand positioning • Pledge of a brand 2. Implement branding strategies <ul style="list-style-type: none"> • Assist in building brand communication channels to support the brand, including: <ul style="list-style-type: none"> • Internal (staff training and awareness) • External (brand, trademark, design, etc.) • Implement brand promotion plan according to relevant strategies established by the organization, including: <ul style="list-style-type: none"> • Promotional and advertising activities • Schedule • Information given to the media in promotional events • Customer service promotion • Assist in reviewing the effectiveness of the implementation of the brand promotion plan and handle clearly-defined adjustments 3. Exhibit professionalism <ul style="list-style-type: none"> • Do not use discriminative wording in brand promotion 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 • Ensure that customers can get correct and adequate information during promotion
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement timepiece branding strategies according to corporate policy, so as to achieve the target for sales promotion; and • Assist in review the effectiveness of the timepiece brand promotional strategies and make suggestions for improvement.
Remark	