

Specification of Competency Standards of the Watch & Clock Industry

**Unit of Competency**

**Functional Area: Brand Management**

Title	Implement Advertising and Promotional Activities
Code	104944L3
Range	This unit of competency (UoC) is applicable to brand building or promotion of timepiece products. It covers the abilities to implement advertising and promotional activities according to the established objectives of the organization in order to achieve its sales objectives.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of advertising and promotion <ul style="list-style-type: none"> <li>• Understand the branding and marketing strategies of the organization</li> <li>• Understand the objectives for brand sales</li> <li>• Understand ways of brand advertising and the purposes of related promotional activities</li> <li>• Understand the characteristics of different timepiece products</li> </ul> </li> <li>2. Implement advertising and promotional activities <ul style="list-style-type: none"> <li>• Refer to the information of previous advertising and promotional activities</li> <li>• Implement advertising and promotional activities according to the guidelines and objectives set by the organization <ul style="list-style-type: none"> <li>• Implement promotional activities <ul style="list-style-type: none"> <li>• Ensure that the promotional activities comply with the corporate requirements</li> <li>• Arrange the design of the promotional materials with the suppliers</li> </ul> </li> <li>• Implement advertising activities <ul style="list-style-type: none"> <li>• Arrange the promotional activities with the advertising company</li> <li>• Assist in devising the design brief for advertising and marketing activities</li> </ul> </li> </ul> </li> <li>• Liaise with the franchisees to coordinate the publicity and promotional activities</li> <li>• Assess the effectiveness of the advertising and promotional activities</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Do not use discriminative wording in brand 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 brand promotion</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Implement advertising and promotional activities according to guidelines and objectives set by the organization, so as to achieve its sales objectives and build its corporate and brand image.</li> </ul>
Remark	