

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Brand Management

Title	Apply Brand Creativity Development Skills to Timepiece Products
Code	104948L4
Range	This unit of competency (UoC) is applicable in timepiece product brand design and development departments. It covers the abilities to apply brand creativity development skills in the course of timepiece product development by tying in with corporate goals and business strategies, so as to establish the organization's timepiece product brands.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand brand creativity development skills <ul style="list-style-type: none"> • Know how to master creativity and its applications • Understand and be familiar with creativity development skills • Master and be familiar with terminology of brand creativity • Understand creativity development concept • Understand the importance of “corporate innovation” • Understand the organization's business strategies 2. Apply brand creativity development skills <ul style="list-style-type: none"> • Integrate creativity development skills with timepiece product development • Apply brand creativity development skills to utilization of creativity for timepiece products • Assist in establishing brand creativity evaluation (rating) principles • Assist in brand creativity development and apply creativity development skills, such as: <ul style="list-style-type: none"> • Break the traps of creative constraints • Demonstrate original creative thinking of oneself • Demonstrate and activate creative potential of oneself • Note down the creative ideas generated • Maintain close communication with departments dealing with brand innovation or creative issues • Communicate with department heads on brand creativity/innovation issues to enhance staff efficiency 3. Exhibit professionalism <ul style="list-style-type: none"> • Respect intellectual property to prevent plagiarization, so as to avoid individual person and the organization to fall into the trap of infringement
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Apply brand creativity development skills in the course of timepiece product development to assist in establishing the organization's timepiece product brands.
Remark	