

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Marketing and Promotion

Title	Implement comprehensive marketing plans
Code	108840L4
Range	This unit of competency is applicable to practitioners with job duties related to promotion and marketing in the jewellery industry. Practitioners should be capable of making careful analysis and judgments. They should also be able to employ marketing theory to explore market orientation, and make proper analysis and assessment of the latest market information, as well as effectively implement comprehensive marketing plans for jewellery products.
Level	4
Credit	9
Competency	Performance Requirements 1. Understand marketing theory and relevant laws • Master market orientation theory, including: ○ Apply marketing portfolio ○ Consumer goods and industrial and commercial markets ○ Jewellery products become one of the elements of a successful brand ○ Customer-oriented and product-oriented organizations • Know about the marketing environment and market segmentation, including: ○ Distribution channels of jewellery products ○ Pricing strategies and methods ○ Promotion strategies of branded jewellery 2. Implement comprehensive marketing plans for jewellery products • Implement comprehensive marketing plans for jewellery products, including: ○ Analyze the characteristics of the market and the target customers ○ Stimulate consuming desires ○ Understand customers' motives in buying general/branded jewellery and give jewellery products value ○ Master marketing environment ○ Control promotion effectiveness ○ Suggest concrete marketing plans to management to meet the company's marketing development plans, business forecast and strategies ○ Co-ordinate practical promotion duties according to the marketing plans, including determining the purpose of marketing and promotion, formulating promotion plans, etc. 3. Professionalism • Ensure that customers receive accurate and sufficient information when implementing marketing plans
Assessment Criteria	The integrated outcome requirements of this unit of competency are: • Able to suggest to management concrete marketing plans for jewellery products to meet the company's marketing development plans, business forecast and strategies; and • Co-ordinate practical promotion duties according to the marketing plans, including determining the purpose of marketing and promotion, formulating promotion plans, etc.
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