

# SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

TSC Category	Sales and Marketing					
TSC Title	Marketing Strategy					
TSC Description	Define an organisational marketing strategy, consider critical industry trends, customer segments and market developments as well as the communication and implementation of the strategy					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				ICT-SNM-4008-1.1	ICT-SNM-5008-1.1	ICT-SNM-6008-1.1
				Identify critical customer segments, market gaps and competitors to support the development of a marketing strategy, and lead implementation of marketing efforts	Develop a strategy to grow market demand for key products and services, considering critical customers, market potential assessment and impact of emerging trends	Define overarching marketing strategy considering macro-trends and anticipated industry and technology shifts, and inspire employee commitment to the strategy
Knowledge				<ul style="list-style-type: none"> <li>Organisation's business model and revenue drivers</li> <li>Critical customer segments</li> <li>Market gap analysis</li> <li>New marketing trends and technologies</li> <li>Elements of product or service roadmaps</li> </ul>	<ul style="list-style-type: none"> <li>Types of marketing strategies and their applications</li> <li>Market demand generation strategies</li> <li>Assessment of market potential</li> <li>Key market trends and developments in related industries</li> <li>Technology and digital capabilities and trends</li> <li>Concepts of marketing automation</li> <li>Principles of product and service prioritisation</li> <li>Product and service roadmap integration and alignment</li> </ul>	<ul style="list-style-type: none"> <li>Macro trends affecting consumer patterns and demand for products and services</li> <li>Current and emerging macro trends</li> <li>Internal and external variables and factors impacting consumer patterns and demand</li> <li>Principles underpinning industry and technology evolution</li> <li>Market projection and forecasting techniques</li> </ul>
Abilities				<ul style="list-style-type: none"> <li>Support the development of marketing strategy</li> <li>Identify critical customer segments, market gaps and competitors</li> <li>Identify emerging marketing trends and technologies</li> </ul>	<ul style="list-style-type: none"> <li>Develop a marketing strategy for specific products and services</li> <li>Determine critical customers and assess market potential in the context of the organisation's business model</li> </ul>	<ul style="list-style-type: none"> <li>Define overarching marketing strategy in line with market developments and business objectives</li> <li>Anticipate future trends and industry and technology shifts</li> </ul>

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				<ul style="list-style-type: none"> <li>Assess competitive forces</li> <li>Highlight impact of various market trends on the organisation's key business and expected performance</li> <li>Enhance new roadmaps and marketing plans to align with critical trends and developments</li> <li>Develop materials to communicate marketing strategy internally</li> <li>Lead action planning and implementation of marketing efforts</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate applicability of emerging market trends and technologies to the organisation's context</li> <li>Highlight key trends in related industries that impact demand for organisation's products and services</li> <li>Assess technology and digital capabilities and trends impacting marketing strategy</li> <li>Synthesise impact of market trends with organisation's product strategy</li> <li>Prioritise product mix and service offerings in accordance to market demands and business priorities</li> <li>Align the planning of product roadmaps across various products or regions</li> <li>Lead internal communications of the marketing strategy</li> </ul>	<ul style="list-style-type: none"> <li>Determine business viability of incorporating new marketing technology or automation</li> <li>Forecast emerging market needs</li> <li>Inspire commitment of employees toward organisational marketing strategy</li> <li>Integrate marketing strategy with sales strategy and other business functions</li> </ul>
Range of Application						