TSC Category	Sales and Marketing				
TSC Title	Market Research				
TSC Description	Plan and conduct marketing and digital research and analysis to uncover market, customer and competitor trends in order to extract useful business insights. This also includes the evaluation of marketing activity effectiveness and development of ways to optimise marketing efforts				
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		ICT-SNM-2007-1.1	ICT-SNM-3007-1.1	ICT-SNM-4007-1.1	ICT-SNM-5007-1.1	
		Conduct research and gather data on customers and competitors, to support the analysis of product performance, market trends and marketing effectiveness	Plan market, competitor and customer research activities and analyse trends and dynamics through information gathered	Direct market research and analytics activities and processes to optimise the quantity and quality of responses and business insights	Define critical business questions, establish new ways to optimise digital data and present insights from marketing and digital research to senior management	
Knowledge		• Different marketing channels • Types of relevant market, customer and competitor data • Types of variables affecting future demand and sales • Indicators of success for marketing channels • Data privacy and legislative requirements under the Personal Data Protection Act (PDPA) • Fundamental quantitative analysis methods	• Analytical tools and methodologies • Value and purpose of different kinds of market and digital data • Variables affecting product or service demand • Sources of market, competitor, customer and product or service performance data • Consumer trends and sales tracking systems and technologies • Demand forecasting techniques • Statistical modelling techniques • Indicators of marketing effectiveness	• Industry standards and best practices in market research and analysis • Types of variables affecting future product demand and sales • Competitor insights and market benchmarks • Legal and business implications of data collection and usage • Principles of direct and database marketing	• New and emerging trends, techniques and technologies in market research and customer data analytics • Principles of digital data optimisation • Techniques for measuring Return on Investment (ROI) and marketing attribution	
Abilities		• Conduct research to support the analysis of market trends and developments • Collate relevant data on product performance and marketing	• Determine the types of data that are required • Identify sources to obtain market, competitor, customer and product performance data	• Manage market research and analytics activities to draw useful business insights • Determine optimal process and channels to collect data from	• Define critical questions to be addressed through market research and analytics • Develop new ways to optimise digital data	

	- effectiveness from historical records and various internal or external sources - Gather data on customer preferences, consumer trends and competitors - Measure consumer behaviour and business outcomes based on specific indicators - Consolidate information gathered through data collection process - Maintain integrity of data collected in accordance to privacy laws - Apply basic quantitative analysis methods	- Develop questions to gather data from customers or other sources - Analyse market trends and industry developments, and their impact on marketing activities - Analyse consumer behaviour and business outcomes according to set indicators - Analyse customer and competitor dynamics through information gathered - Utilise forecasting techniques to interpret future demands - Evaluate the effectiveness of marketing efforts	- customers, to maximise quality and quantity of responses - Establish regular flow of data from customers for analysis - Consider implications of data collection and usage on customers and privacy laws - Establish parameters and protocol for data collection, integration and analysis - Articulate business implications of the insights and trends derived from analysis	- Present key business and consumer intelligence insights and recommendations to senior management - Calculate ROI, marketing attribution and overall marketing effectiveness using business metrics	

Range of Application	Methodologies for market research and analysis may include but are not limited to: - Web Analytics - Mobile Analytics - Social Media Analytics - Digital Interaction Analytics