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| **TSC Category** | Sales and Marketing | | | | | |
| **TSC Title** | Marketing Communications Plan Development | | | | | |
| **TSC Description** | Formulate, develop and implement marketing communications plans and evaluate tools and vehicles appropriate to reflect effective execution of communication strategies | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  | **ICT-PRE-2001-1.1** | **ICT-PRE-3001-1.1** | **ICT-PRE-4001-1.1** | **ICT-PRE-5001-1.1** |  |
|  | Collect feedback on marketing communications and media | Implement promotional briefs and asses the effectiveness of selected media options | Facilitate and develop marketing communication strategies to achieve objectives identified and propose marketing communication options appropriate for briefing documents | Develop objectives, goals, desired performance, strategies and scope of marketing communication plans |  |
| **Knowledge** |  | * Types of marketing communications objectives * Types of marketing communications tactics * Components of marketing plans * Marketing mix * Elements of marketing planning | * Types of marketing communications objectives * Techniques of conducting SWOT analysis * Types of marketing communications tactics * Components of marketing plans * Marketing mix * Elements of marketing planning * Marketing communication strategies | * Purpose of marketing communications plan * Purpose of setting objectives, goals and performance measurements * Types of marketing communications objectives * Types of measurable goals * Techniques of conducting SWOT analysis * Marketing communication strategies * Types of marketing communications tactics * Marketing communications budget and activity schedule | * Purpose of a marketing communications plan * Purpose of setting objectives, goals and performance measurements * Types of marketing communications objectives * Types of measurable goals * Importance of formulating marketing communication strategies * Types of marketing communications tactics * Marketing communications budget and activity schedule |  |
| **Abilities** |  | * Collate relevant information pertaining to varying media options available * Identify options and present advantages and disadvantages of different marketing communications media options * Identify marketing communications variable and media options * Support evaluation of information | * Draft promotional briefs in accordance with organisational requirements * Carry out promotional briefs via selected media options * Ensure accuracy of information being communicated to target customers * Assess marketing communications mix that best suits the target markets and meets marketing objectives * Assess advantages and disadvantages of selecting various media options | * Determine marketing communication objectives in accordance with organisational requirements * Identify forms of marketing communication programmes that are best suited to the products and/or service offerings * Develop promotional appeals and messages * Evaluate different models of marketing communications to meet organisational requirements | * Define the scope of the marketing communications plans * Establish objectives, goals and performance measurements of marketing communications plans * Conduct situational analysis to assess the organisation’s internal and external outlook * Formulate marketing communications strategies to achieve the communications objectives identified * Drive the development of budget plans and activity schedule to facilitate the execution of the communications strategies |  |
| **Range of Application** |  | | | | | |