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| **TSC Category** | Sales and Marketing | | | | | |
| **TSC Title** | Marketing Mix Management | | | | | |
| **TSC Description** | Establish marketing mix frameworks which include development of products, prices, places and promotions as well as, identify levels of customer touch-points | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  | **ICT-SNM-2027-1.1** | **ICT-SNM-3027-1.1** | **ICT-SNM-4027-1.1** | **ICT-SNM-5027-1.1** |  |
|  | Collect relevant information on marketing mix components and carry out consumer research | Evaluate the effect of components within the marketing mix, establish their relative importance to the target customers and provide recommendations to desired response to achieve organisation’s objectives | Evaluate, review and adjust marketing mix against marketing performance and identify marketing mix that satisfies target customers | Drive marketing mix strategies, promote key characteristics of products or services and their significance in the markets to make informed decisions in formulating a marketing mix strategy |  |
| **Knowledge** |  | * Organisation's marketing mix * Elements of marketing mix * Types of tools used to assess marketing mix * Market research principles and practices | * Organisation's marketing mix * Elements of marketing mix * Types of tools used to assess marketing mix * Emerging trends that create retail marketing opportunities | * Organisation's marketing mix * Significance of retail industry driving forces * Key considerations for marketing mix * Elements of marketing mix * Types of tools used to assess marketing mix * Importance of emerging trends that create retail marketing opportunities * Importance of re-alignment of marketing mix * Performance measurements to marketing success | * Key considerations for marketing mix * Elements of marketing mix * Types of tools used to assess marketing mix * Importance of emerging trends that create retail marketing opportunities * Performance measurements to marketing success * Organisation’s business strategies * Brands positioning |  |
| **Abilities** |  | * Collate relevant information necessary to test the effect of the components of marketing mix * Contribute to the identification of marketing mix components’ relative importance to different marketing mix options * Conduct research to identify consumer priorities, needs and preferences that may potentially affect selection of marketing mix * Document information in a systematic manner according to standard operating procedures | * Analyse and test the effect of components within the marketing mix * Provide inputs and recommendations to potential adjustments in the marketing mix in response to test results and evaluation of market responses | * Monitor marketing mix against marketing performance * Select and communicate marketing mix that best satisfies target customers * Ensure adjusted marketing mix meets organisational, strategic and operational marketing objectives and desired positioning * Analyse elements of marketing mix in relation to organisation’s retail formats * Apply tools to assess marketing mix * Apply methods to monitor performance of marketing elements against objectives * Evaluate performance of marketing mix through engaging stakeholders | * Describe organisational and functional long-term and short-term strategies * Develop marketing mix strategies * Recognise different levels of business strategies in the organisation * Identify driving forces of retail industry that may influence marketing mix decisions * Identify key characteristics of products or services and their significance in the markets * Identify performance measurements to monitor marketing mix * Identify emerging trends that create retail marketing opportunities |  |
| **Range of Application** |  | | | | | |