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| **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** |  |  |  | * Organisation's business model and revenue drivers * Critical customer segments * Market gap analysis * New marketing trends and technologies * Elements of product or service roadmaps | * Types of marketing strategies and their applications * Market demand generation strategies * Assessment of market potential * Key market trends and developments in related industries * Technology and digital capabilities and trends * Concepts of marketing automation * Principles of product and service prioritisation * Product and service roadmap integration and alignment | * Macro trends affecting consumer patterns and demand for products and services * Current and emerging macro trends * Internal and external variables and factors impacting consumer patterns and demand * Principles underpinning industry and technology evolution * Market projection and forecasting techniques |
| **Abilities** |  |  |  | * Support the development of marketing strategy * Identify critical customer segments, market gaps and competitors * Identify emerging marketing trends and technologies * Assess competitive forces * Highlight impact of various market trends on the organisation's key business and expected performance * Enhance new roadmaps and marketing plans to align with critical trends and developments * Develop materials to communicate marketing strategy internally * Lead action planning and implementation of marketing efforts | * Develop a marketing strategy for specific products and services * Determine critical customers and assess market potential in the context of the organisation's business model * Evaluate applicability of emerging market trends and technologies to the organisation's context * Highlight key trends in related industries that impact demand for organisation's products and services * Assess technology and digital capabilities and trends impacting marketing strategy * Synthesise impact of market trends with organisation's product strategy * Prioritise product mix and service offerings in accordance to market demands and business priorities * Align the planning of product roadmaps across various products or regions * Lead internal communications of the marketing strategy | * Define overarching marketing strategy in line with market developments and business objectives * Anticipate future trends and industry and technology shifts * Determine business viability of incorporating new marketing technology or automation * Forecast emerging market needs * Inspire commitment of employees toward organisational marketing strategy * Integrate marketing strategy with sales strategy and other business functions |
| **Range of Application** |  | | | | | |