

Skills Framework for Food Manufacturing

Programmes that broaden or deepen specific skills and knowledge for the various occupations in the sector

Business Development

Job Role:

Marketing Development Manager

Full Qualification Programme	Provider
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Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business-to-Consumer Management	Customer Acquisition Management	3	Attract 3X More Customers & Clients	Singapore Polytechnic
	Customer Loyalty and Retention Strategy Formulation	4	Manage Customer Relationships (CRM) in a Retail Environment Developing Customer Relations and Managing People	Singapore Institute of Retail Studies The Retail Academy of Singapore Pte. Ltd.
E-commerce Management	E-Commerce Campaign Management	3	Effective Digital Marketing and Sales	Singapore Polytechnic
	Business Opportunities Development	4	Research and Analyze Business Opportunities	Capelle Academy Pte. Ltd.
			The Sales Strategist	ODE Consulting Pte. Ltd.
			A Business Mindset!	TLG Holdings Pte. Ltd.

For Generic Skills and Competencies (GSCs) programme listing, please refer to *Section (v) (c) - View the Training Programmes for GSCs*. Or click this [link](#) to view the GSCs Programme Listing.