

**SKILLS FRAMEWORK FOR MEDIA
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Content Strategy and Planning					
TSC Title	Market Intelligence					
TSC Description	Implement market intelligence systems for the systematic collection and analysis of information about the market and trends in order to build competitive advantages					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			MED-MKI-3006-1.1	MED-MKI-4006-1.1	MED-MKI-5006-1.1	
			Gather information from the external market on the customer preferences and inclinations and prepare relevant management reports	Develop market intelligence tools to facilitate decision making for market penetration and content generation	Establish strategies and plans to develop an enterprise-wide market intelligence systems to facilitate business decision making	
Knowledge			<ul style="list-style-type: none"> Sources of information regarding customers' media consumption, lifestyle patterns, behavioural patterns and sales patterns Methods of obtaining relevant information regarding potential and existing customers Customer profiling and segmentation techniques Concept of market intelligence systems 	<ul style="list-style-type: none"> Data analysis techniques Competitive analysis techniques Market and technology developments relevant to the industry Legal, regulatory and ethical requirements for the industry Organisation's potential and existing customer base and profile Customers' decision making process Objectives, features and functionalities of market intelligence systems 	<ul style="list-style-type: none"> Competitive analysis techniques Industry economics Political sensitivities in the industry Market and technology developments relevant to the industry Techniques in knowledge sharing New developments affecting market intelligence systems Enterprise systems development and setup 	
Abilities			<ul style="list-style-type: none"> Gather information regarding the organisation's target market and target customer Analyse customers' media consumption patterns Identify any gaps in the information available for customer segmentation and analysis 	<ul style="list-style-type: none"> Design market intelligence tools to generate a comprehensive view of the organisation's market situation and facilitate decision making for the organisation Apply market intelligence tools and techniques to formulate business and commercial strategies for the organisation 	<ul style="list-style-type: none"> Devise strategies to integrate inputs from business leaders in market intelligence systems Define quality standards for market intelligence deliverables including market size, market share statistics and scenario analysis Assess threats to the organisation's products 	

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			<ul style="list-style-type: none"> • Prepare customer segmentation reports for management • Administer the development of market intelligence systems for the organisation • Organise and store market intelligence within the organisation's enterprise system 	<ul style="list-style-type: none"> • Develop market intelligence plans for the organisation • Drive the enhancement of the organisation's market intelligence systems, tools and processes by collaborating with external experts • Integrate information involving macro-economic trends and issues into market intelligence systems 	<p>and services arising from media consumption patterns and technological disruptions</p> <ul style="list-style-type: none"> • Drive knowledge sharing across the organisation through market intelligence enterprise systems • Uncover political sensitivities involved within the industry and determine its impact on market intelligence for the organisation 	
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