

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

TSC Category	Marketing					
TSC Title	Integrated Marketing					
TSC Description	Develop and execute marketing plan on and across various channels and platforms, as well as track customers' responses to and effectiveness of marketing communications on these channels. This also includes the integration of traditional and digital marketing channels and techniques where applicable					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			MED-SNM-3035-1.1	MED-SNM-4035-1.1	MED-SNM-5035-1.1	
			Assess and propose suitable marketing channels and platforms, developing marketing plans for specific channels	Select marketing channel mix that best satisfies target markets, recommending steps to integrate traditional and digital marketing where applicable	Develop an integrated marketing strategy combining traditional and digital marketing approaches, and incorporating relevant marketing trends, techniques and technologies	
Knowledge			<ul style="list-style-type: none"> • Organisation's marketing strategy and target customers • Features, pros and cons of various marketing channels and platforms • Types of content on different marketing channels • Types of marketing communications tactics • Elements of marketing campaigns • Methods to optimise effectiveness of marketing on a specific channel 	<ul style="list-style-type: none"> • Key elements and objectives of marketing strategy • Advantages, constraints and interactivity among different traditional or digital marketing channels • Broad range of marketing technologies and tools • Impact of different platforms and marketing activities on the business • Performance indicators of different marketing channels • Key elements and considerations for marketing mix • Types of tools used to assess marketing mix • Techniques to measure impact of marketing channel mix on business performance 	<ul style="list-style-type: none"> • Organisation's business goals and objectives • Role of marketing strategy in supporting the overall business strategy • Emerging trends and developments in marketing strategy and tactics • New marketing channels, tools and technology • Similarities and compatibility between traditional and digital marketing approaches • Mechanics of an integrated marketing communications structure • Key performance indicators for different marketing channels • Indicators of successful marketing channel integration 	

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<p>Abilities</p>			<ul style="list-style-type: none"> • Assess advantages and disadvantages of different marketing channel options • Propose suitable platforms and marketing activities to address intended objectives and target customers • Develop marketing plans for specific channels • Implement marketing activities and campaigns in alignment with an overall marketing plan • Curate relevant content to reinforce the organisation's competitive advantage, key messages and brand • Manage timely release and maintenance of marketing content and activities on specific channels • Evaluate the effectiveness of marketing campaigns through a specific channel • Determine the factors that optimise marketing effectiveness 	<ul style="list-style-type: none"> • Determine marketing objectives for various channels in accordance with organisational requirements • Define marketing plan for a range of channels and platforms • Evaluate customer response and sales performance to determine effectiveness of the different marketing channels • Determine suitable channels, platforms, technology and tools to be utilised for marketing activities and programs • Identify forms of marketing programs that are best suited to the product/service offering • Monitor marketing channel mix against overall sales performance • Select marketing channel mix that best satisfies target market • Recommend steps to integrate both traditional and digital marketing efforts 	<ul style="list-style-type: none"> • Develop an integrated marketing strategy combining traditional and digital marketing approaches • Oversee a suite of marketing channels and programs • Introduce new marketing channels and platforms to boost brand, customer engagement and sales • Develop marketing mix strategy • Devise ways to integrate and align marketing efforts on different platforms and channels • Establish performance targets for individual and integrated marketing channels, aligned with brand, sales and marketing strategies and objectives • Determine performance metrics to evaluate effectiveness of marketing plans on and across different channels 	
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