

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

TSC Category	Marketing					
TSC Title	Market Research					
TSC Description	Plan and conduct marketing and digital research and analysis to uncover market, customer and competitor trends in order to extract useful business insights. This also includes the evaluation of marketing activity effectiveness and development of ways to optimise marketing efforts					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			MED-SNM-3036-1.1	MED-SNM-4036-1.1	MED-SNM-5036-1.1	
			Plan market, competitor and customer research activities and analyse trends and dynamics through information gathered	Direct market research and analytics activities and processes to optimise the quantity and quality of responses and business insights	Define critical business questions, establish new ways to optimise digital data and present insights from marketing and digital research to senior management	
Knowledge			<ul style="list-style-type: none"> Analytical tools and methodologies Value and purpose of different kinds of market and digital data Variables affecting product or service demand Sources of market, competitor, customer and product or service performance data Consumer trends and sales tracking systems and technologies Demand forecasting techniques Statistical modelling techniques Indicators of marketing effectiveness 	<ul style="list-style-type: none"> Industry standards and best practices in market research and analysis Types of variables affecting future product demand and sales Competitor insights and market benchmarks Legal and business implications of data collection and usage Principles of direct and database marketing 	<ul style="list-style-type: none"> New and emerging trends, techniques and technologies in market research and customer data analytics Principles of digital data optimisation Techniques for measuring return on investment (ROI) and marketing attribution 	
Abilities			<ul style="list-style-type: none"> Determine the types of data that are required Identify sources to obtain market, competitor, customer and product performance data Develop questions to gather data from 	<ul style="list-style-type: none"> Manage market research and analytics activities to draw useful business insights Determine optimal process and channels to collect data from customers, to maximise 	<ul style="list-style-type: none"> Define critical questions to be addressed through market research and analytics Develop new ways to optimise digital data Present key business and consumer 	

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			<p>customers or other sources</p> <ul style="list-style-type: none"> Analyse market trends and industry developments and their impact on marketing activities Analyse consumer behaviour and business outcomes according to set indicators Analyse customer and competitor dynamics through information gathered Utilise forecasting techniques to interpret future demands Evaluate the effectiveness of marketing efforts 	<p>quality and quantity of responses</p> <ul style="list-style-type: none"> Consider implications of data collection and usage on customers and privacy laws Establish parameters and protocol for data collection, integration and analysis Articulate business implications of the insights and trends derived from analysis 	<p>intelligence insights and recommendations to senior management</p> <ul style="list-style-type: none"> Calculate ROI, marketing attribution and overall marketing effectiveness using business metrics 	
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