

## Skills Framework for Retail

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

### Marketing

Job Role:

Marketing Director

Full Qualification Programmes	Providers
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Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Analytical, Conceptual and Evaluative	Business Environment Analysis	5	BHB3001 Contemporary Issues In Hospitality	Singapore Institute of Technology
	Market Research	5	BHB3302 Hospitality Data Analytics	Singapore Institute of Technology
			BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
			Direct Market Research	Tourism Management Institute of Singapore Pte Ltd
Brand and Channel Management	Brand Portfolio Management	4	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
	Communications Channel Management	5	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
Business Continuity Management	Crisis Management	5	BHB3001 Contemporary Issues In Hospitality	Singapore Institute of Technology
Customer Acquisition and Retention	Customer Acquisition Management	5	BHB3301 Hospitality Consumer Behaviour	Singapore Institute of Technology
Design and Illustration	Design Concepts Generation	5	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
Finance	Financial Analysis	5	BHB2001 Financial Management	Singapore Institute of Technology
			Evaluate and Interpret Financial Reports	Singapore National Employers Federation
			NICF-Finance for IT Managers	National University of Singapore
	Financial Budget Planning and Management	5	Develop and Establish Financial Budget and Plans	Institute of Singapore Chartered Accountants
			BM-FIN-503E-1 Develop and Establish Financial Budget and Plans	Kaplan Professional
			NICF - Finance for IT Managers	National University of Singapore
	BHB1009 Financial & Managerial Accounting	Singapore Institute of Technology		
Market Intelligence	Consumer Intelligence Analysis	5	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
	Customer Behaviour Analysis	5	BHB3301 Hospitality Consumer Behaviour	Singapore Institute of Technology
	Market Profiling	5	BHB1002 Principles of Marketing	Singapore Institute of Technology
	Market Trend Analysis	5	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
Outreach & Traffic Optimisation	Social Media Management	5	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
People and Relationship Management	Stakeholder Management	5	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
Planning and Implementation	Business Operational Planning	5	BHB3002 Strategic Management	Singapore Institute of Technology
	Business Opportunities Development	5	BHB3002 Strategic Management	Singapore Institute of Technology
	Organisational Planning and Target Setting	5	BHB3002 Strategic Management	Singapore Institute of Technology
	Organisational Strategy Formulation	5	BHB3002 Strategic Management	Singapore Institute of Technology
Programme and Campaign Management	Brand Campaign Management	5	BHB1002 Principles of Marketing	Singapore Institute of Technology
	E-Commerce Campaign Management	5	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
	Events Planning and Management	4	BHB3304 Hospitality Sales & Event Services	Singapore Institute of Technology
	Marketing Campaign Management	5	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
Public Relations	Marketing Communications Plan Development	5	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
	Media Platforms Management	5	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
	Public Relations Campaign Management	5	BHB1002 Principles of Marketing	Singapore Institute of Technology
Retail Analytics	Data Analytics	4	BHB3302 Hospitality Data Analytics	Singapore Institute of Technology
	Data-Mining and Modelling	4	BHB3302 Hospitality Data Analytics	Singapore Institute of Technology
	Infographics and Data Visualisation	4	BHB3302 Hospitality Data Analytics	Singapore Institute of Technology
Risk Management	Business Risk Assessment	5	BHB3001 Contemporary Issues In Hospitality	Singapore Institute of Technology

Generic Skills and Competencies (GSCs)		Modular Programmes	Providers
Title	Proficiency Level		
Developing People	Advanced	Engage People	Kaplan Professional
		Engage People	SeraphCorp Institute Pte Ltd
		Talent Management for Business Leaders	SMU-Centre for Professional Studies
		Engage People	William Angliss Institute Pte Ltd
Problem Solving	Advanced	IMPACT: Advanced Problem Solving & Decision Making Workshop	Capelle Academy Pte Ltd
		Apply Systems Thinking in Problem Solving and Decision Making	Service Quality Centre Pte Ltd
		Apply Systems Thinking in Problem Solving & Decision Making	Singapore National Employers Federation
		Apply Systems Thinking in Problem Solving and Decision Making	SSA Consulting Group Pte Ltd