

## 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 Manager

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	4	BHB1002 Principles of Marketing	Singapore Institute of Technology
	Market Research	4	Manage Market Research	Nanyang Polytechnic
			BHB3302 Hospitality Data Analysis	Singapore Institute of Technology
Brand and Channel Management	Marketing Mix Management	4	Manage Marketing Mix	Singapore Institute of Retail Studies
			Manage Marketing Mix	The Retail Academy of Singapore Pte. Ltd.
Business Continuity Management	Crisis Management	4	Manage Crisis Situations	Avanta Global Pte. Ltd.
			CM-460 Executing and Managing a Crisis Management Plan	BCMI Pte. Ltd.
			Manage Crisis Situations	Seraphcorp Institute Pte. Ltd.
			BHB3001 Contemporary Issues In Hospitality	Singapore Institute of Technology
			Manage Crisis Situations (14+1)	William Angliss Institute Pte. Ltd.
Communication	Business Negotiation	4	Participate in Negotiations	Auston Institute of Management Pte. Ltd.
			Negotiating Skills	Capelle Academy Pte. Ltd.
			Effective Negotiation Skills	Everest Innovation Pte. Ltd.
			Participate in Negotiations	Human Capital (Singapore) Pte. Ltd.
			Essential Negotiation Skills	Marketing Institute of Singapore
			Participate in Negotiations	Nanyang Polytechnic
			Participate In Negotiations	Seraphcorp Institute Pte. Ltd.
	Workplace Communications	4	WSQ Participate In Negotiations	SFIC Institute Pte. Ltd.
			Results Communication	Capelle Academy Pte. Ltd.
			Lead Workplace Communication and Engagement	Eben Consultants (Far East) Pte Ltd
			Becoming a Champion Communicator	Image Institute of Learning And Development Pte. Ltd.
			Lead Workplace Communication and Engagement	Institute of Singapore Chartered Accountants
			ES-IP-401G-1 Lead Workplace Communication and Engagement	Kaplan Professional
			Lead Workplace Communication and Engagement	Ngee Ann Polytechnic
			Lead Workplace Communication and Engagement (ES-IP-401G-1)	NTUC LearningHub Pte. Ltd.
			Lead Workplace Communication and Engagement	Service Quality Centre Pte. Ltd.
			Developing and Engaging Your Team for Workplace Success	Singapore Institute of Management
			Lead Workplace Communications and Engagement	Singapore Institution of Safety Officers (SISO) The
			Lead Workplace Communication and Engagement	Singapore National Employers Federation
			Lead Workplace Communication and Engagement (Level 4)	Singapore Polytechnic
Lead Workplace Communication and Engagement	SSA Consulting Group Pte. Ltd.			
Lead Workplace Communication and Engagement (Managerial)	The Singapore Contractors Association Limited			
Lead Workplace Communication and Engagement	Training Vision Institute Pte. Ltd.			
Customer Acquisition and Retention	Customer Acquisition Management	4	Effective Customer Acquisition & Retention Strategies	Marketing Institute of Singapore
			Strategies for Winning and Retaining Customers	Singapore Chinese Chamber Institute of Business
			Strategies for Winning and Retaining Customers in Mandarin	Singapore Chinese Chamber Institute of Business
	Customer Loyalty and Retention Strategy Formulation	4	Manage Customer Relationships (CRM) in a Retail Environment	Singapore Institute of Retail Studies
Developing Customer Relations and Managing People			The Retail Academy of Singapore Pte. Ltd.	
Design and Illustration	Design Concepts Generation	4	BHB2001 Financial Management	Singapore Institute of Technology
			BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
Finance	Financial Analysis	4	NICF - Agile Enterprise	Lithan Academy Pte. Ltd.
			Financial Management Skills for Non-Accountants	Nanyang Polytechnic
			BHB1009 Financial & Managerial Accounting	Singapore Institute of Technology
	Financial Budget Planning and Management	4	Conduct Financial Analysis of the Business Unit (SD)	Singapore Institute of Retail Studies
			BM WSQ - Manage Budgeting and Forecasting Processes for the Business Unit (Single module only; Not part of 'BM for Managers')	Kaplan Professional
			Financial Management Skills for Non-Accountants	Nanyang Polytechnic
			BHB2001 Financial Management	Singapore Institute of Technology
Manage Budgeting and Forecasting Processes for the Business Unit	Singapore National Employers Federation			

Outreach & Traffic Optimisation	Social Media Management	4	BHB3001 Contemporary Issues In Hospitality	Singapore Institute of Technology
Market Intelligence	Consumer Intelligence Analysis	4	BHB3302 Hospitality Data Analytics	Singapore Institute of Technology
	Customer Behaviour Analysis	4	BHB3302 Hospitality Data Analytics	Singapore Institute of Technology
	Market Profiling	4	BHB3302 Hospitality Data Analytics	Singapore Institute of Technology
	Market Trend Analysis	4	BM WSQ - Interpret Market Trends and Development (Single module only; Not part of 'BM for Managers') BHB3302 Hospitality Data Analytics	Kaplan Professional Singapore Institute of Technology
People and Relationship Management	Business Relationship Building	4	Strategic Stakeholder Engagement BM WSQ - Manage Programmes and Activities to Enhance Stakeholder Relationships(Single module only;Not part of 'BM for managers')	Capelle Academy Pte. Ltd. Kaplan Professional
	Stakeholder Management	4	BHB2802 Career & Professional Development II	Singapore Institute of Technology
Planning and Implementation	Business Opportunities Development	4	Research and Analyze Business Opportunities	Capelle Academy Pte. Ltd.
			The Sales Strategist	ODE Consulting Pte. Ltd.
	Organisational Planning and Target Setting	4	BHB3001 Contemporary Issues In Hospitality	Singapore Institute of Technology
			A Business Mindset!	TLG Holdings Pte. Ltd.
Organisational Strategy Formulation	4	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology	
		BHB3002 Strategic Management	Singapore Institute of Technology	
Programme and Campaign Management	Brand Campaign Management	4	BHB3303 Hospitality Interactive Marketing BHB3304 Hospitality Sales & Event Services	Singapore Institute of Technology Singapore Institute of Technology
	E-Commerce Campaign Management	4	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
	Marketing Campaign Management	4	BHB1002 Principles of Marketing	Singapore Institute of Technology
Public Relations	Marketing Communications Plan Development	4	BHB1002 Principles of Marketing	Singapore Institute of Technology
	Media Platforms Management	4	BHB2802 Career & Professional Development II	Singapore Institute of Technology
	Public Relations Campaign Management	4	BHB1002 Principles of Marketing	Singapore Institute of Technology
Retail Analytics	Data Analytics	4	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
	Data-Mining and Modelling	4	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
	Infographics and Data Visualisation	4	BHB3303 Hospitality Interactive Marketing	Singapore Institute of Technology
Risk Management	Business Risk Assessment	4	BHB3001 Contemporary Issues In Hospitality Manage Risk In The Business Unit	Singapore Institute of Technology William Angliss Institute Pte. Ltd.
Visual Display and Space Optimisation	Visual Design and Communication Principles	4	Develop and Implement Creative Concepts for Visual Merchandising	Singapore Institute of Retail Studies
			Develop and Implement Creative Concepts for Visual Merchandising	Textile and Fashion Industry Training Centre Pte Ltd

Generic Skills and Competencies (GSCs)		Modular Programmes	Providers
Title	Proficiency Level		
Interpersonal Skills	Advanced	Foster Business Relationship	Kaplan Professional
		Strategic Leadership	SeraphCorp Institute Pte Ltd
		Role of Effective Managers – Connecting the Dots!	SMU-Centre for Professional Studies
Decision Making	Intermediate	Develop Self	Bootstrap Pte Ltd
		Leading through People	Capelle Academy Pte Ltd
		Develop Self	Kaplan Professional
		Develop Self	Mendaki Social Enterprise Network Singapore Pte Ltd
		Develop Self powered by John Maxwell	NTUC LearningHub Pte Ltd
		Develop Self	SeraphCorp Institute Pte Ltd
		Develop Self	Singapore Chinese Chamber Institute of Business
		Developing Self Effectiveness for Business Performance	Singapore Institute of Management
		Creative Leadership and Self Development Skills	Singapore National Employers Federation
		Coach for Service Performance	Andalus Corporation Pte Ltd
		Coach for Service Performance (Optimising Performance Through Coaching)	Beacon Consulting Pte Ltd
		Coach for Service Performance	CA International College Pte Ltd
		The Service Coach (Version B)	Capelle Academy Pte Ltd
		3-D People Development	Capelle Academy Pte Ltd
		Frontline Coach	Capelle Academy Pte Ltd
		Coach & Develop Team Leaders	Everest Innovation Pte Ltd
		Awakening the Real Power: Enable People	Image Institute of Learning and Development Pte Ltd
		7 Steps to Effective Coaching	Impact Management Seminars Pte Ltd
		Coach for Service Performance	Kaplan Professional
		Enable People	Kaplan Professional
		Encourage People	Kaplan Professional
		Enable People	Loyal Reliance Pte. Ltd.
		Coach for Service Performance	Mendaki Social Enterprise Network Singapore Pte Ltd
Enable People	Mendaki Social Enterprise Network Singapore Pte Ltd		

Developing People

Intermediate

Encourage People	Mendaki Social Enterprise Network Singapore Pte Ltd
WSQ Coach for Service Performance	NTUC LearningHub Pte Ltd
Enable People	NTUC LearningHub Pte Ltd
Encourage People powered by John Maxwell	NTUC LearningHub Pte Ltd
Leading for Results	ODE Consulting Pte Ltd
Encourage People	Raffles Skills Lab International Training Centre Pte Ltd
Authentic Coaching Strategies to Build Trust and Results	ROHEI Corporation Pte Ltd
Enable People	SeraphCorp Institute Pte Ltd
Encourage People	SeraphCorp Institute Pte Ltd
Coach for Service Performance	Service Quality Centre Pte Ltd
Cultivate and Manage Service Performance	Singapore Chinese Chamber Institute of Business
Enable People	Singapore Chinese Chamber Institute of Business
Encourage People	Singapore Chinese Chamber Institute of Business
Coach for Service Performance	Singapore Institute of Retail Studies
Coach for Service Performance	Singapore National Employers Federation
Powerup Your People Through Encouragement	Singapore National Employers Federation
Coach for Service Performance	Singapore Training and Development Association
Develop Team Leaders through Capability Development and Coaching	Training Masters Workforce Institute Pte Ltd
Coach for Service Performance	Training Vision Institute Pte Ltd
Coach for Service Performance	William Angliss Institute Pte Ltd