

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

<b>TSC Category</b>	Programme and Campaign Management					
<b>TSC</b>	International Marketing Programmes Management					
<b>TSC Description</b>	Evaluate options for international marketing programmes and formulate international marketing objectives to determine key performance indicators to meet organisational requirements					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>RET-PCM-2004-1.1</b>	<b>RET-PCM-3004-1.1</b>	<b>RET-PCM-4004-1.1</b>	<b>RET-PCM-5004-1.1</b>	
		Conduct research on international marketing opportunities, global market trends and development to support the evaluation of options for international marketing programmes	Assess options for choice of marketing approaches, and analyse global market trends, developments and report findings to support the development of international marketing programmes	Monitor global market trends, developments and factors impacting international marketing programmes and oversee and assess marketing programmes' performance	Select viable international marketing opportunities and formulate international marketing objectives	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>International marketing programmes implementation plans</li> <li>Key performance indicators for international marketing programmes implementation</li> </ul>	<ul style="list-style-type: none"> <li>Trends of international marketing programmes</li> <li>International marketing programmes implementation plans</li> <li>Key performance indicators for international marketing programmes implementation</li> </ul>	<ul style="list-style-type: none"> <li>Trends of international marketing programmes</li> <li>Impact of social and cultural factors on international marketing efforts and approaches</li> <li>Implications of budgets on international marketing programmes</li> <li>Key performance indicators for international marketing programmes implementation</li> </ul>	<ul style="list-style-type: none"> <li>Business and marketing strategies</li> <li>Objectives of international marketing programmes</li> <li>Trends of international marketing programmes</li> <li>Dimensions of marketing programmes effectiveness</li> <li>Programme evaluation tools and methods</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Conduct research on international marketing opportunities and global market trends</li> <li>Collect data from pre-campaign testing plans</li> <li>Coordinate the implementation of international marketing programmes</li> <li>Carry out tasks that support the evaluation of options for international marketing programmes</li> </ul>	<ul style="list-style-type: none"> <li>Analyse trends of international marketing programmes</li> <li>Evaluate options for international marketing programmes</li> <li>Conduct pre-campaign testing plans</li> <li>Implement international marketing programmes</li> <li>Analyse evaluation data to develop and document recommendations for improvement in future international marketing programmes</li> </ul>	<ul style="list-style-type: none"> <li>Monitor and evaluate global market trends and developments to forecast international business needs</li> <li>Identify and analyse key factors that impact international marketing programmes</li> <li>Develop detailed plans for international marketing programmes</li> <li>Oversee international marketing programmes to meet performance measures</li> <li>Recommend changes to international marketing programmes when driven by international business environment</li> <li>Monitor and assess</li> </ul>	<ul style="list-style-type: none"> <li>Select viable international marketing opportunities to define international marketing programmes objectives</li> <li>Identify measurable key performance indicators to ensure business and marketing objectives are met</li> <li>Consider factors which affect customers' responses during evaluation of international marketing programmes</li> <li>Ensure international marketing programmes objectives meet legal and ethical requirements</li> <li>Approve international marketing programmes' creative concepts</li> </ul>	

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				<p>performance of international marketing programmes against organisational sales, marketing strategies and objectives</p>	<ul style="list-style-type: none"> <li>• Allocate resources according to international marketing programmes' requirements</li> <li>• Specify timelines or schedules for international marketing programmes</li> <li>• Guide development of international marketing programmes</li> <li>• Evaluate the effectiveness of international marketing programmes</li> </ul>	
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