

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

<b>TSC Category</b>	Programme and Campaign Management					
<b>TSC</b>	Products and Services Promotions					
<b>TSC Description</b>	Plan and schedule promotional activities that adhere to timelines, budgetary constraints and marketing needs of the organisation					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b> <b>RET-PCM-2006-1.1</b>	<b>Level 3</b> <b>RET-PCM-3006-1.1</b>	<b>Level 4</b> <b>RET-PCM-4006-1.1</b>	<b>Level 5</b> <b>RET-PCM-5006-1.1</b>	<b>Level 6</b>
		Identify promotion opportunities through knowledge of customer needs and interests	Plan and schedule promotional activities according to marketing needs	Develop and facilitate action plans as well as overall promotional objectives	Design roadmaps to carry out promotional activities to target customers	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Promotional plans</li> <li>Organisation's promotion guidelines</li> <li>Project scheduling</li> <li>Importance of determining key performance indicators</li> <li>Importance of assessing on-going promotional outcomes</li> </ul>	<ul style="list-style-type: none"> <li>Promotional plans</li> <li>Organisation promotion guidelines</li> <li>Project scheduling</li> <li>Promotional budget components</li> <li>Key considerations of promotional shortfalls</li> <li>Importance of determining causes of promotional shortfalls</li> <li>Guidelines for rectifying promotional shortfalls</li> </ul>	<ul style="list-style-type: none"> <li>Sales and marketing strategy</li> <li>Product and service promotion strategy</li> <li>Organisation promotion guidelines</li> <li>Key considerations for deciding appropriate promotional activities</li> <li>Promotion budget components and management</li> <li>Importance of resources to carry out planned promotional activities</li> <li>Key performance indicators to evaluate promotion effectiveness</li> <li>On-going promotional outcomes assessment</li> <li>Guidelines for rectifying promotional shortfalls</li> <li>Market trends</li> <li>Customer demographics</li> </ul>	<ul style="list-style-type: none"> <li>Sales and marketing strategy</li> <li>Product and service promotion strategy</li> <li>Current strategic initiatives to drive sales</li> <li>Organisation promotion guidelines</li> <li>Key considerations for deciding appropriate promotional activities</li> <li>Promotion budget components and management</li> <li>Key performance indicators to evaluate promotion effectiveness</li> <li>Market trends</li> <li>Customer demographics</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Identify promotion opportunities, market trends and development</li> <li>Collect and analyse customer feedback and data to determine the impact of the promotional activities on the delivery of products and services</li> <li>Collect and analyse sales data to determine the contribution from promotional activities</li> </ul>	<ul style="list-style-type: none"> <li>Plan and schedule promotional activities</li> <li>Propose practical and responsive timelines for promotional activity executions</li> <li>Prepare contingency plans to resolve setbacks and/or problems during implementation of promotional plans</li> <li>Execute promotional activities according to</li> </ul>	<ul style="list-style-type: none"> <li>Interpret promotional objectives to manage promotional activities</li> <li>Evaluate factors influencing promotional activities</li> <li>Review key customer trends and market trends</li> <li>Develop promotion plans in accordance with product and service promotion strategy and brand guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Determine promotional objectives</li> <li>Develop product and service promotion strategy</li> <li>Identify key customer trends and market trends</li> <li>Establish timeline, budget and resources for overall promotional activities</li> <li>Define promotion effectiveness evaluation measures</li> </ul>	

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		<ul style="list-style-type: none"> <li>• Coordinate promotional activities</li> </ul>	<p>plans, promotional budget and resources allocated</p> <ul style="list-style-type: none"> <li>• Communicate plan of promotional activities with stakeholders</li> <li>• Review cost for promotional activities</li> <li>• Monitor sales revenue and evaluate the contribution from promotional activities</li> <li>• Determine causes of promotional shortfalls</li> <li>• Identify appropriate actions to rectify promotional shortfalls</li> </ul>	<ul style="list-style-type: none"> <li>• Propose promotional budget for promotional activities</li> <li>• Plan resources required to implement and support promotional plans</li> <li>• Identify stakeholders and define their involvement in implementing promotional plans</li> <li>• Assess sales revenue against key performance indicators and promotional objectives</li> <li>• Review appropriate actions to rectify promotional shortfalls</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate the effectiveness promotional activities in meeting promotional objectives</li> </ul>	
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