

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

TSC Category	Brand and Channel Management					
TSC	Category Marketing					
TSC Description	Prioritise key marketing activities to support category strategies, as well as evaluate sales reports to make improvements in marketing support activities					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-BRM-2003-1.1	RET-BRM-3003-1.1	RET-BRM-4003-1.1	RET-BRM-5003-1.1	
		Prepare and participate in campaign-related marketing activities	Execute marketing and promotional programs for identified categories	Develop marketing plans to support the categories strategy	Drive key marketing activities to support categories strategy	
Knowledge		<ul style="list-style-type: none"> Marketing principles and practices Principles of customer relations policies, market conditions and forces 	<ul style="list-style-type: none"> Marketing principles and practices Types of performance evaluation measures Principles of customer relations policies, market conditions and forces 	<ul style="list-style-type: none"> Marketing principles and practices Types of performance evaluation measures Factors pertaining to competitors' strengths and weaknesses Methods of business planning processes Principles of customer relations policies, market conditions and forces 	<ul style="list-style-type: none"> Marketing principles and practices Types of performance evaluation measures Factors pertaining to competitors' strengths and weaknesses Methods of business planning processes Principles of customer relations policies, market conditions and forces Organisation's business strategies Brands positioning 	
Abilities		<ul style="list-style-type: none"> Prepare campaign-related marketing materials Lodge orders for additional campaign-related marketing materials in a timely manner Understand purpose and objectives of marketing and promotional programs Participate in activities to support the preparation of campaign-related marketing materials 	<ul style="list-style-type: none"> Provide accurate details of marketing and promotional programs Prepare campaign-related marketing materials Execute category marketing activities Evaluate performance of categories 	<ul style="list-style-type: none"> Create marketing plans to support the categories strategy Evaluate sales reports to monitor categories performance Implement reviewed marketing activities to achieve categories' sale 	<ul style="list-style-type: none"> Prioritise key marketing activities to support categories strategy Articulate objectives of marketing and promotional programs for categories Provide approvals of marketing plans 	