

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

TSC Category	Brand and Channel Management					
TSC	Marketing Mix Management					
TSC Description	Establish marketing mix frameworks which include development of products, prices, places and promotions as well as, identify levels of customer touch-points					
TSC Proficiency Description	Level 1	Level 2 RET-BRM-2005-1.1	Level 3 RET-BRM-3005-1.1	Level 4 RET-BRM-4005-1.1	Level 5 RET-BRM-5005-1.1	Level 6
		Collect relevant information on marketing mix components and carry out consumer research	Evaluate the effect of components within the marketing mix, establish their relative importance to the target customers and provide recommendations to desired response to achieve organisation's objectives	Evaluate, review and adjust marketing mix against marketing performance and identify marketing mix that satisfies target customers	Drive marketing mix strategies, promote key characteristics of products or services and their significance in the markets to make informed decisions in formulating a marketing mix strategy	
Knowledge		<ul style="list-style-type: none"> • Organisation's marketing mix • Elements of marketing mix • Types of tools used to assess marketing mix • Market research principles and practices 	<ul style="list-style-type: none"> • Organisation's marketing mix • Elements of marketing mix • Types of tools used to assess marketing mix • Emerging trends that create retail marketing opportunities 	<ul style="list-style-type: none"> • Organisation's marketing mix • Significance of retail industry driving forces • Key considerations for marketing mix • Elements of marketing mix • Types of tools used to assess marketing mix • Importance of emerging trends that create retail marketing opportunities • Importance of re-alignment of marketing mix • Performance measurements to marketing success 	<ul style="list-style-type: none"> • Key considerations for marketing mix • Elements of marketing mix • Types of tools used to assess marketing mix • Importance of emerging trends that create retail marketing opportunities • Performance measurements to marketing success • Organisation's business strategies • Brands positioning 	
Abilities		<ul style="list-style-type: none"> • Collate relevant information necessary to test the effect of the components of marketing mix • Contribute to the identification of marketing mix components' relative importance to different marketing mix options • Conduct research to identify consumer priorities, needs and preferences that may 	<ul style="list-style-type: none"> • Analyse and test the effect of components within the marketing mix • Provide inputs and recommendations to potential adjustments in the marketing mix in response to test results and evaluation of market responses 	<ul style="list-style-type: none"> • Monitor marketing mix against marketing performance • Select and communicate marketing mix that best satisfies target customers • Ensure adjusted marketing mix meets organisational, strategic and operational marketing objectives and desired positioning • Analyse elements of marketing mix in relation 	<ul style="list-style-type: none"> • Describe organisational and functional long-term and short-term strategies • Develop marketing mix strategies • Recognise different levels of business strategies in the organisation • Identify driving forces of retail industry that may influence marketing mix decisions • Identify key characteristics of 	

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

		<p>potentially affect selection of marketing mix</p> <ul style="list-style-type: none"> • Document information in a systematic manner according to standard operating procedures 		<p>to organisation's retail formats</p> <ul style="list-style-type: none"> • Apply tools to assess marketing mix • Apply methods to monitor performance of marketing elements against objectives • Evaluate performance of marketing mix through engaging stakeholders 	<p>products or services and their significance in the markets</p> <ul style="list-style-type: none"> • Identify performance measurements to monitor marketing mix • Identify emerging trends that create retail marketing opportunities 	
--	--	---	--	---	---	--