

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

TSC Category	Public Relations					
TSC	Marketing Communications Plan Development					
TSC Description	Formulate, develop and implement marketing communications plans and evaluate tools and vehicles appropriate to reflect effective execution of communication strategies					
TSC Proficiency Description	Level 1	Level 2 RET-PRE-2001-1.1	Level 3 RET-PRE-3001-1.1	Level 4 RET-PRE-4001-1.1	Level 5 RET-PRE-5001-1.1	Level 6
		Collect feedback on marketing communications and media	Implement promotional briefs and assess the effectiveness of selected media options	Facilitate and develop marketing communication strategies to achieve objectives identified and propose marketing communication options appropriate for briefing documents	Develop objectives, goals, desired performance, strategies and scope of marketing communication plans	
Knowledge		<ul style="list-style-type: none"> Types of marketing communications objectives Types of marketing communications tactics Components of marketing plans Marketing mix Elements of marketing planning 	<ul style="list-style-type: none"> Types of marketing communications objectives Techniques of conducting SWOT analysis Types of marketing communications tactics Components of marketing plans Marketing mix Elements of marketing planning Marketing communication strategies 	<ul style="list-style-type: none"> Purpose of marketing communications plan Purpose of setting objectives, goals and performance measurements Types of marketing communications objectives Types of measurable goals Techniques of conducting SWOT analysis Marketing communication strategies Types of marketing communications tactics Marketing communications budget and activity schedule 	<ul style="list-style-type: none"> Purpose of a marketing communications plan Purpose of setting objectives, goals and performance measurements Types of marketing communications objectives Types of measurable goals Importance of formulating marketing communication strategies Types of marketing communications tactics Marketing communications budget and activity schedule 	
Abilities		<ul style="list-style-type: none"> Collate relevant information pertaining to varying media options available Identify options and present advantages and disadvantages of different marketing communications media options Identify marketing communications variable and media options 	<ul style="list-style-type: none"> Draft promotional briefs in accordance with organisational requirements Carry out promotional briefs via selected media options Ensure accuracy of information being communicated to target customers Assess marketing communications mix that best suits the target markets and meets 	<ul style="list-style-type: none"> Determine marketing communication objectives in accordance with organisational requirements Identify forms of marketing communication programmes that are best suited to the products and/or service offerings Develop promotional appeals and messages Evaluate different models 	<ul style="list-style-type: none"> Define the scope of the marketing communications plans Establish objectives, goals and performance measurements of marketing communications plans Conduct situational analysis to assess the organisation's internal and external outlook Formulate marketing 	

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		<ul style="list-style-type: none"> Support evaluation of information 	<p>marketing objectives</p> <ul style="list-style-type: none"> Assess advantages and disadvantages of selecting various media options 	<p>of marketing communications to meet organisational requirements</p>	<p>communications strategies to achieve the communications objectives identified</p> <ul style="list-style-type: none"> Drive the development of budget plans and activity schedule to facilitate the execution of the communications strategies 	
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