

**SKILLS FRAMEWORK FOR SECURITY  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Business Management					
<b>TSC</b>	Marketing Management					
<b>TSC Description</b>	Manage organisation's marketing plans					
<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>SEC-LDR-4004-1.1</b>	<b>SEC-LDR-5004-1.1</b>	
				Manage market research to support marketing objectives and activities	Formulate marketing objectives and activities	
<b>Knowledge</b>				<ul style="list-style-type: none"> <li>• Criteria for setting market research study objectives</li> <li>• Types of market data for research</li> <li>• Components of data sampling plans</li> <li>• Considerations in ensuring fair representation of target audience</li> <li>• Organisational capacity and resources for conducting market research</li> </ul>	<ul style="list-style-type: none"> <li>• Principles of marketing</li> <li>• Types of communication channels</li> <li>• Organisational marketing objectives</li> <li>• Emerging market trends and development</li> </ul>	
<b>Abilities</b>				<ul style="list-style-type: none"> <li>• Develop marketing objectives</li> <li>• Develop market research study objectives aligned to research needs</li> <li>• Develop market research plans and research methodologies to support market research study objectives</li> <li>• Select and manage external consultants to conduct market research activities</li> <li>• Manage market research activities in accordance with market research plans</li> <li>• Evaluate research findings to develop recommendations based on data gathered</li> </ul>	<ul style="list-style-type: none"> <li>• Develop marketing objectives</li> <li>• Design and implement marketing activities for different market segments</li> <li>• Identify possible partnerships and collaborations with different organisations</li> <li>• Identify new areas for business expansion Leverage on digital technologies to achieve marketing objectives</li> </ul>	

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				Report findings and recommendations to management		
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