

**SKILLS FRAMEWORK FOR TOURISM  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<b>TSC Category</b>	Business Development, Sales and Marketing					
<b>TSC</b>	Marketing Campaign Management					
<b>TSC Description</b>	Develop evaluation strategies for marketing campaign effectiveness and analyse data to provide recommendations for improvements in future marketing campaigns					
<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>TOU-SNM-2017-1.1</b>	<b>TOU-SNM-3017-1.1</b>	<b>TOU-SNM-4017-1.1</b>	<b>TOU-SNM-5017-1.1</b>	
		Conduct pre-campaign testing and collect information pertaining to campaign performance	Execute marketing campaigns based on creative briefs, ensure compliance with budgetary requirements and collaborate with partners closely	Develop marketing campaigns and enhance campaign awareness and campaign visibility	Drive marketing campaign development, implementation and review the effectiveness of campaigns to achieve organisational objectives	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Objectives of campaigns</li> <li>Types of products and/or services to be advertised</li> <li>Items to evaluate during pre-campaign testing</li> <li>Pre-campaign testing evaluation criteria</li> </ul>	<ul style="list-style-type: none"> <li>Objectives of campaigns</li> <li>Components of operational plans</li> <li>Considerations when selecting the marketing mix</li> <li>Types of products and/or services to be advertised</li> <li>Campaign schedules</li> <li>Means of using data gathered from pre-campaign testing</li> <li>Objective of campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Objective of campaigns</li> <li>Components of operational plans</li> <li>Considerations when selecting the marketing mix</li> <li>Components of budgets</li> <li>Marketing campaign management tactics</li> <li>E-commerce trends</li> <li>Messages to be communicated</li> <li>Products to be advertised</li> <li>Possible media options</li> <li>Campaign schedules</li> <li>Means of using data gathered from pre-campaign testing</li> </ul>	<ul style="list-style-type: none"> <li>Marketing strategies</li> <li>Objectives of campaigns</li> <li>Dimensions of marketing campaign effectiveness</li> <li>Campaign evaluation tools and methods</li> <li>Types of performance metrics</li> <li>Mechanics of an integrated marketing communications structure</li> <li>Types of messages to be communicated</li> <li>Types of products to be advertised</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Participate in a continuous pre-campaign testing cycle on marketing communications and messages</li> <li>Contribute ideas for campaign development</li> </ul>	<ul style="list-style-type: none"> <li>Execute marketing campaigns in alignment to marketing strategies, operational plans and budgets</li> <li>Conduct pre-campaign testing plans</li> <li>Monitor campaign performance and</li> </ul>	<ul style="list-style-type: none"> <li>Develop operational plans to achieve marketing campaign objectives</li> <li>Select relevant communications tools to reach out to target markets effectively</li> </ul>	<ul style="list-style-type: none"> <li>Establish campaign objectives</li> <li>Establish target market profiles, customers profiles and/or personas</li> <li>Establish performance targets aligned to sales and marketing strategies and objectives</li> </ul>	

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		<ul style="list-style-type: none"> <li>• Collect information pertaining to past campaign performance</li> <li>• Perform tasks in relation to pre-campaign testing activities</li> <li>• Collect data for campaign effectiveness evaluation</li> <li>• Support evaluation of campaign performance for improvements</li> </ul>	<p>effectiveness in accordance with performance measures to further refine action plans</p> <ul style="list-style-type: none"> <li>• Analyse evaluation data to develop and document recommendations for improvements in future marketing campaigns</li> <li>• Monitor media platforms for campaign execution and competitors' responses</li> <li>• Gather offline and online feedback from internal and external stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Set performance measures for each element of the campaigns</li> <li>• Manage pre-campaign testing plans to gauge effectiveness of the campaigns and refine operational plans</li> <li>• Manage operational plans</li> <li>• Manage campaign budgets</li> <li>• Evaluate customer responses to determine effectiveness of the campaigns</li> <li>• Refine campaigns to enhance its effectiveness</li> <li>• Monitor and evaluate campaign performance and effectiveness in accordance with performance measures to further refine operational plans</li> <li>• Evaluate media effectiveness against media costs</li> </ul>	<ul style="list-style-type: none"> <li>• Select performance metrics and targets to measure effectiveness of marketing operational plans</li> <li>• Drive marketing campaign action plans and chain of activities aligned to marketing strategies</li> <li>• Evaluate performance effectiveness of marketing operational plans in meeting marketing objectives</li> <li>• Recommend improvements to marketing operational plans based on evaluation outcomes</li> </ul>	
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