

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

TSC Category	Business Development, Sales and Marketing					
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 communications strategies					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		TOU-PRE-2001-1.1-1	TOU-PRE-3001-1.1-1	TOU-PRE-4001-1.1-1	TOU-PRE-5001-1.1-1	
		Support efforts in developing marketing communications plans	Implement promotional briefs and assess the effectiveness of selected media options	Facilitate marketing communications strategies to achieve objectives identified and propose marketing communications options appropriate for briefing documents	Develop objectives, goals, desired performance, strategies and scopes of marketing communications 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 Techniques for identifying customer profiles Techniques for working with vendors on marketing communications plans 	<ul style="list-style-type: none"> Techniques of conducting Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis Marketing communications strategies Principles of customer profile segmentation Techniques of collaborating with vendors on development of marketing communications plans 	<ul style="list-style-type: none"> Purposes of marketing communications plans Purposes of setting objectives, goals and performance measurements Types of measurable goals Marketing communications budgets and activity schedules Techniques of customer profile segmentation 	<ul style="list-style-type: none"> Purposes of marketing communications plans Purposes of setting objectives, goals and performance measurements Types of marketing communications objectives Types of measurable goals Importance of formulating marketing communications strategies Types of marketing communication tactics Outcomes of expected marketing communications for goals identification 	
Abilities		<ul style="list-style-type: none"> Collate relevant information pertaining to varying media options available Present advantages and disadvantages of 	<ul style="list-style-type: none"> Draft promotional briefs in accordance with organisational requirements 	<ul style="list-style-type: none"> Determine marketing communications objectives in accordance with organisational requirements 	<ul style="list-style-type: none"> Define the scopes of the marketing communications plans Establish objectives, goals and performance measurements of 	

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		<p>different marketing communications media options</p> <ul style="list-style-type: none"> • Identify marketing communications variable and media options • Support evaluation of information • Support customer experience enhancement efforts • Support marketing communications planning with vendors 	<ul style="list-style-type: none"> • 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 marketing objectives • Assess advantages and disadvantages of selecting various media options • Organise customers by profiles for targeted marketing efforts • Collaborate with vendors to develop marketing communications plans 	<ul style="list-style-type: none"> • Review forms of marketing communications programmes that are best suited to the products and/or service offerings • Develop promotional appeals and messages • Evaluate different models of marketing communications plans with vendors to meet organisational requirements • Facilitate proper categorisation of customer profiles 	<p>marketing communications plans</p> <ul style="list-style-type: none"> • Review situational analyses to assess the organisation's internal and external outlook • Formulate marketing communications strategies to achieve the communications objectives identified • Drive the development of marketing communications plans and activity schedules to facilitate the execution of the communications strategies 	
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