**TSC Category:** Programme and Campaign Management  
**TSC:** Products and Services Promotions

**TSC Description:** Plan and schedule promotional activities that adhere to timelines, budgetary constraints and marketing needs of the organisation

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
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<tr>
<td>Identify promotion opportunities through knowledge of customer needs and interests</td>
<td>Plan and schedule promotional activities according to marketing needs</td>
<td>Develop and facilitate action plans as well as overall promotional objectives</td>
<td>Design roadmaps to carry out promotional activities to target customers</td>
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### Knowledge
- Promotional plans  
- Organisation’s promotion guidelines  
- Project scheduling  
- Importance of determining key performance indicators  
- Importance of assessing on-going promotional outcomes  
- Promotional plans  
- Organisation promotion guidelines  
- Project scheduling  
- Promotional budget components  
- Key considerations of promotional shortfalls  
- Importance of determining causes of promotional shortfalls  
- Guidelines for rectifying promotional shortfalls  
- Sales and marketing strategy  
- Product and service promotion strategy  
- Organisation promotion guidelines  
- Key considerations for deciding appropriate promotional activities  
- Promotion budget components and management  
- Importance of resources to carry out planned promotional activities  
- Key performance indicators to evaluate promotion effectiveness  
- On-going promotional outcomes assessment  
- Guidelines for rectifying promotional shortfalls  
- Sales and marketing strategy  
- Product and service promotion strategy  
- Current strategic initiatives to drive sales  
- Organisation promotion guidelines  
- Key considerations for deciding appropriate promotional activities  
- Promotion budget components and management  
- Key performance indicators to evaluate promotion effectiveness  
- Market trends  
- Customer demographics

### Abilities
- Identify promotion opportunities, market trends and development  
- Collect and analyse customer feedback and data to determine the impact of the promotional activities on the delivery of products and services  
- Collect and analyse sales data to determine the contribution from promotional activities  
- Plan and schedule promotional activities  
- Propose practical and responsive timelines for promotional activity executions  
- Prepare contingency plans to resolve setbacks and/or problems during implementation of promotional plans  
- Execute promotional activities according to  
- Interpret promotional objectives to manage promotional activities  
- Evaluate factors influencing promotional activities  
- Review key customer trends and market trends  
- Develop promotion plans in accordance with product and service promotion strategy and brand guidelines  
- Determine promotional objectives  
- Develop product and service promotion strategy  
- Identify key customer trends and market trends  
- Establish timeline, budget and resources for overall promotional activities  
- Define promotion effectiveness evaluation measures
| Coordinate promotional plans, promotional budget and resources allocated | Propose promotional budget for promotional activities |
| Coordinate promotional activities with stakeholders | Plan resources required to implement and support promotional plans |
| Review cost for promotional activities | Identify stakeholders and define their involvement in implementing promotional plans |
| Monitor sales revenue and evaluate the contribution from promotional activities | Assess sales revenue against key performance indicators and promotional objectives |
| Determine causes of promotional shortfalls | Review appropriate actions to rectify promotional shortfalls |
| Identify appropriate actions to rectify promotional shortfalls | Evaluate the effectiveness of promotional activities in meeting promotional objectives |

- Coordinate promotional activities
- Communicate plan of promotional activities with stakeholders
- Review cost for promotional activities
- Monitor sales revenue and evaluate the contribution from promotional activities
- Determine causes of promotional shortfalls
- Identify appropriate actions to rectify promotional shortfalls
- Propose promotional budget for promotional activities
- Plan resources required to implement and support promotional plans
- Identify stakeholders and define their involvement in implementing promotional plans
- Assess sales revenue against key performance indicators and promotional objectives
- Review appropriate actions to rectify promotional shortfalls
- Evaluate the effectiveness of promotional activities in meeting promotional objectives