<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Public Relations</th>
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### TSC Description
Formulate, develop and implement marketing communications plans and evaluate tools and vehicles appropriate to reflect effective execution of communication strategies.

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<td>RET-PRE-2001-1.1</td>
<td>RET-PRE-3001-1.1</td>
<td>RET-PRE-4001-1.1</td>
<td>RET-PRE-5001-1.1</td>
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<td>Collect feedback on marketing communications and media</td>
<td>Implement promotional briefs and assess the effectiveness of selected media options</td>
<td>Facilitate and develop marketing communication strategies to achieve objectives identified and propose marketing communication options appropriate for briefing documents</td>
<td>Develop objectives, goals, desired performance, strategies and scope of marketing communication plans</td>
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#### Knowledge
- Types of marketing communications objectives
- Types of marketing communications tactics
- Components of marketing plans
- Marketing mix
- Elements of marketing planning
- 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
- Importance of formulating marketing communication strategies
- Types of marketing communications tactics
- Marketing communications budget and activity schedule

#### Abilities
- 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
- Determine marketing communication objectives in accordance with organisational requirements
- Define the scope of the marketing communications plans
- 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
- Develop promotional appeals and messages
- Evaluate different models
- Establish objectives, goals and performance measurements of marketing communications plans
- Conduct situational analysis to assess the organisation’s internal and external outlook
- Formulate marketing
<table>
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<th>• Support evaluation of information</th>
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<td>marketing objectives</td>
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<td>• Assess advantages and disadvantages of selecting various media options</td>
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<td>of marketing communications to meet organisational requirements</td>
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<td>communications strategies to achieve the communications objectives identified</td>
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<td>• Drive the development of budget plans and activity schedule to facilitate the execution of the communications strategies</td>
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