

# **Skill Area and Skill Proficiency**

## **(1) Marketing**

## Skill Area

Job Category: Marketing

# Skill Area of Marketing

	Specialty Field	Skill Items
Job Category Common Skill Item	All Specialty Fields	<ul style="list-style-type: none"> <li>● <b>Assessment and Selection of Market Opportunities</b> Discovery and Selection of Market Opportunities, Market Research Concept and Methodology, Market Analysis, Market Segmentation, Selection of Target Market (Targeting), Positioning Applications, Product Portfolio Analysis, Industry Trends, Competitive Situation, Investigation and Analysis of Problems and Needs, Determination of Demands, Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc)</li> <li>● <b>Marketing Strategy</b> Marketing Concepts and Methodology, Marketing Strategies Formulation, Understanding and Utilization of Analysis Tools and Models, B2B Marketing Strategies Formulation, Formulation of Marketing Action Plans, Practice of Marketing Activities, Brand Strategies Formulation, Product Strategies Formulation, Pricing Strategies Formulation, etc</li> <li>● <b>Marketing Environments Analysis</b> Macro Environment Analysis, Internal Environment Analysis (Analysis of Company's Strengths and Weaknesses), Customers Analysis</li> <li>● <b>Compliance</b> Knowledge of Relevant Regulations</li> </ul> <div style="border-left: 1px dashed black; border-right: 1px dashed black; padding: 0 10px;"> <ul style="list-style-type: none"> <li>● <b>Project Management</b> Project Integration Management, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Project Human Resource Management, Project Communications Management, Project Risk Management, Project Procurement Management</li> <li>● <b>Leadership</b> Leadership</li> <li>● <b>Communication</b> 2-Way Communication, Transmission of Information, Organization, Analysis and Retrieval of Information</li> <li>● <b>Negotiation</b> Negotiation</li> </ul> </div>
Specialty Field Specific Skill Item	Marketing Management	<ul style="list-style-type: none"> <li>● <b>Marketing Integration</b> Marketing Management, Promotion Strategies Formulation, Understanding of Customer Purchasing Behavior, Sales Channel Strategies Formulation, Execution and Evaluation of Marketing Strategies</li> </ul>
	Sales Channel Strategy	<ul style="list-style-type: none"> <li>● <b>Sales Channel Strategy</b> Formulation of Sales Channel Strategy, Application of Sales Channel Readiness Concept, Sales Channel Capacity Analysis and Establishment of Sales Support Systems, Creation of Joint Plans with Partners, Contract Processing with Sales Channels, Sales Channel Design, Competition of Sales Channels, Legal and Ethical Problems with Sales Channel Relationship, Role of Sales Channel</li> </ul>
	Market Communication	<ul style="list-style-type: none"> <li>● <b>Market Communication Strategy</b> Formulation of Market Communication Strategies, Formulation of Market Communication Competitive Strategies, Campaign Management, Development of Market Communications, Implementation of Market Communications</li> </ul>

<Note> Important skills and knowledge for IT professionals are marked with "X" in skill dictionary (corresponding table of ITEE) even if that skills and knowledge are not belonged to the specialty field in the job category as Marketing.

## Skill Proficiency/Knowledge Items

Job Category: Marketing

Specialty Field: Marketing Management

Specialty Field:

Marketing Management

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Assessment and Selection of Market Opportunities</p> <p>[Knowledge Items]</p> <ul style="list-style-type: none"> <li>-Discovery and Selection of Market Opportunities</li> <li>-Market Research Concept and Methodology</li> <li>-Market Analysis</li> <li>-Market Segmentation</li> <li>-Selection of Target Market (Targeting)</li> <li>-Positioning Applications</li> <li>-Product Portfolios Analysis</li> <li>-Industry Trends</li> <li>-Competitive Situation</li> <li>-Investigation and Analysis of Problems and Needs</li> <li>-Determination of Demands</li> <li>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc)</li> </ul>	Level 7	Able to perform assessment and selection of market opportunities related to marketing on large-scale markets by carrying out market analysis of the whole industry based on methodology, as a person responsible for marketing management on products or service related to the whole industry. In addition, able to present the related subjects at academic societies, communities, and symposia.
	Level 6	Able to perform assessment and selection of market opportunities related to marketing on mid-scale markets by carrying out market analysis based on methodology, as a person responsible for marketing management on multiple product groups, services groups, or specific customer segment scale.
	Level 5	Able to perform assessment and selection of market opportunities related to marketing on small-scale markets by carrying out specific market analysis based on methodology, as a person responsible for marketing management on specific products and services.
	Level 4	
	Level 3	

Specialty Field:

Marketing Management

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Marketing Strategy</p> <p>[Knowledge Items]</p> <p>-Marketing Concepts and Methodology</p> <p>-Marketing Strategies Formulation</p> <p>-Understanding and Utilization of Analysis Tools and Models</p> <p>-B2B Marketing Strategies Formulation</p> <p>-Formulation of Marketing Action Plans</p> <p>-Practice of Marketing Activities</p> <p>-Brand Strategies Formulation</p> <p>-Product Strategies Formulation</p> <p>-Pricing Strategies Formulation</p> <p>-Formulation of Marketing Strategies in Service Businesses</p> <p>-Formulation of Marketing Measures</p> <p>-Criteria Setting and Evaluation of Market Communication Assessment</p> <p>-Formulation and Implementation of Business Plans</p> <p>-Formulation of Product Strategies and Service Strategies</p>	Level 7	Able to carry out formulation of marketing strategy related to marketing on large-scale markets by utilizing analysis tools and models based on methodology, as a person responsible for marketing management on products or service related to the whole industry. In addition, able to make a presentation on the related subjects at academic societies, communities, and symposia.
	Level 6	Able to carry out formulation of marketing strategy related to marketing on mid-scale markets by utilizing analysis tools and models based on methodology, as a person responsible for marketing management on multiple product groups, service groups or specific customer segment scale.
	Level 5	Able to carry out formulation of marketing strategy related to marketing on small-scale markets by utilizing analysis tools and models based on methodology, as a person responsible for marketing management of specific products and services.
	Level 4	
	Level 3	

Specialty Field:  
Marketing Management

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job category common skill item]</p> <p>●Marketing Environment Analysis</p> <p>[Knowledge Items]</p> <p>-Macro Environment Analysis -Internal Environment Analysis (Analysis of Company's Strengths and Weaknesses) -Customers Analysis</p>	Level 7	Able to carry out environment analysis and customer analysis related to marketing on large-scale markets based on macro environments analysis, as a person responsible for marketing management related to the whole industry. In addition, able to make a presentation of the related subjects at academic societies, communities and symposia.
	Level 6	Able to carry out environment analysis and customer analysis related to marketing on mid-scale markets based on macro environments analysis, as a person responsible for marketing management of multiple products group, service groups or specific customer segment scale.
	Level 5	Able to carry out environment analysis and customer analysis related to marketing on small-scale markets based on macro environments analysis, as a person responsible for marketing management of specific products and services.
	Level 4	
	Level 3	

Specialty Field:  
Marketing Management

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Compliance</p> <p>[Knowledge Items]</p> <p>-Knowledge of Relevant Regulations</p>	Level 7	Able to perform marketing activities on large-scale markets complying with relevant regulations and accepted norms, as a person responsible for marketing management of top market share products or service.
	Level 6	Able to perform marketing activities on mid-scale markets complying with related regulations and accepted norms, as a person responsible for marketing management of multiple products group, services group or specific customer segment scale.
	Level 5	Able to perform marketing activities on small-scale markets complying with related regulations and accepted norms, as a person responsible for marketing management on specific products and services.
	Level 4	
	Level 3	

Specialty Field:

Marketing Management

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Project Management</p> <p>[Knowledge Items]</p> <ul style="list-style-type: none"> <li>-Project Integration Management</li> <li>-Project Scope Management</li> <li>-Project Time Management</li> <li>-Project Cost Management</li> <li>-Project Quality Management</li> <li>-Project Human Resource Management</li> <li>-Project Communications Management</li> <li>-Project Risk Management</li> <li>-Project Procurement Management</li> </ul>	Level 7	Able to carry out implementation and control of the project by utilizing project management skills, as a person responsible for the marketing management related to the whole industry.
	Level 6	Able to carry out implementation and control of the project by utilizing project management skills, as a person responsible for the marketing management of multiple product groups, service groups or specific customer segment scale.
	Level 5	Able to carry out implementation and control of the project by utilizing project management skills, as a person responsible for marketing management of specific products and services.
	Level 4	
	Level 3	

Specialty Field:  
Marketing Management

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Leadership</p> <p>[Knowledge Items]</p> <p>-Leadership</p>	Level 7	Able to provide leadership in large-scale markets by leading industry, as a person responsible for marketing management related to the whole industry.
	Level 6	Able to provide leadership to marketing management team on mid-scale markets, as a person responsible for marketing management of multiple product groups, service groups or specific customer segment scale.
	Level 5	Able to provide leadership to marketing management team on small-scale markets, as a person responsible for marketing management on specific products and services.
	Level 4	
	Level 3	

Specialty Field:  
Marketing Management

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Communication</p> <p>[Knowledge Items]</p> <p>-2-Way Communication -Transmission of Information -Organization, Analysis, and Retrieval of Information</p>	Level 7	Able to lead business strategy by exchanging opinions related to marketing operations on large-scale market with management executives, as a person responsible for marketing management related to the whole industry.
	Level 6	Able to lead business strategy by exchanging opinions related to marketing operations on mid-scale market with management executives or the person in charge of the company, as a person responsible for marketing management of multiple product groups, service groups, or specific customer segment scale.
	Level 5	Able to carry out business strategy by exchanging opinions related to marketing operations on small-scale market with the person in charge of the company, as a person responsible for the marketing management on specific products or services.
	Level 4	
	Level 3	

Specialty Field:  
Marketing Management

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Negotiation</p> <p>[Knowledge Items]</p> <p>-Negotiation</p>	Level 7	Able to carry out complicated negotiations with management related to marketing strategy on large-scale market, as a person responsible for the marketing management related to the whole industry.
	Level 6	Able to make an agreement by carrying out negotiations with the management executives or the person in charge at the company, related to marketing strategy on mid-scale market, as a person responsible for the marketing management of multiple product groups, service groups, or specific customer segment scale.
	Level 5	Able to carry out negotiations with the person in charge at the company, related to marketing strategy on small-scale market, as a person responsible for marketing management on specific products or services.
	Level 4	
	Level 3	

Specialty Field:  
Marketing Management

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Specialty field specific skill item]</p> <p>●Marketing Integration</p> <p>[Knowledge Items]</p> <p>-Marketing Management -Promotion Strategies Formulation -Understanding of Customer's Purchasing Behavior -Sales Channel Strategies Formulation -Execution and Evaluation of Marketing Strategies</p>	Level 7	Able to perform general marketing operations in large-scale markets successfully by consolidating marketing management, sales channel strategy, and marketing communication, as a person responsible for marketing management related to the whole industry. In addition, able to present the related subjects at academic societies, communities, and symposia.
	Level 6	Able to perform general marketing operations in mid-scale markets successfully by consolidating marketing management, sales channel strategy, and marketing communication, as a person responsible for marketing management on multiple product groups, services groups, or specific customer segment scale.
	Level 5	Able to perform general marketing operations in small-scale markets successfully, by consolidating marketing management, sales channel strategy, and marketing communication, as a person responsible for marketing management on specific products or services.
	Level 4	
	Level 3	

## Skill Proficiency/Knowledge Items

Job Category: Marketing

Specialty Field: Sales Channel Strategy

Specialty Field:

Sales Channel Strategy

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Assessment and Selection of Market Opportunities</p> <p>[Knowledge Items]</p> <ul style="list-style-type: none"> <li>-Discovery and Selection of Market Opportunities</li> <li>-Market Research Concept and Methodology</li> <li>-Market Analysis</li> <li>-Market Segmentation</li> <li>-Selection of Target Market (Targeting)</li> <li>-Positioning Application</li> <li>-Product Portfolio Analysis</li> <li>-Industry Trends</li> <li>-Competitive Situation</li> <li>-Investigation and Analysis of Problems and Needs</li> <li>-Determination of Demands</li> <li>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers and etc.)</li> </ul>	Level 7	
	Level 6	Able to perform assessment and selection of market opportunities related to sales channel strategy, by carrying out market analysis based on methodology, as a person responsible for sales channel strategy that consolidates multiple product groups, service groups, or specific customer segment scale
	Level 5	Able to perform assessment and selection of market opportunities related to sales channel strategy, by carrying out market analysis based on methodology, as a person responsible for sales channel strategy of specific products or services.
	Level 4	Able to perform assessment and selection of market opportunities related to sales channel strategy, by carrying out market analysis based on methodology, as a leader of sales channel strategy related to specific products or services.
	Level 3	

Specialty Field:

Sales Channel Strategy

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Marketing Strategy</p> <p>[Knowledge Items]</p> <ul style="list-style-type: none"> <li>-Marketing Concepts and Methodology</li> <li>-Marketing Strategies Formulation</li> <li>-Understanding and Utilization of Analysis Tools and Models</li> <li>- B2B Marketing Strategies Formulation</li> <li>-Formulation of Marketing Action Plans</li> <li>-Practice of Marketing Activities</li> <li>-Brand Strategies Formulation</li> <li>-Product Strategies Formulation</li> <li>-Pricing Strategies Formulation</li> <li>-Formulation of Marketing Strategies in Service Businesses</li> <li>-Formulation of Marketing Measures</li> <li>-Criteria Setting and Assessment of Market Communication Assessment</li> <li>-Formulation and Implementation of Business Plans</li> <li>-Formulation of Product Strategies and Service Strategies</li> </ul>	Level 7	
	Level 6	Able to carry out formulation of marketing strategy related to sales channel strategy by utilizing analysis tools and models based on methodology, as a person responsible for sales channel strategy that consolidates multiple product groups, service groups, or specific customer segment scale
	Level 5	Able to carry out formulation of marketing strategy related to sales channel strategy by utilizing analysis tools and models based on methodology, as a person responsible for sales channel strategy of specific products or services.
	Level 4	Able to carry out formulation of marketing strategy related to sales channel strategy by utilizing analysis tools and models based on methodology, as a leader of sales channel strategy on specific products or services.
	Level 3	

Specialty Field:  
Sales Channel Strategy

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Marketing Environment Analysis</p> <p>[Knowledge Items]</p> <p>-Macro Environment Analysis -Internal Environment Analysis (Analysis of Company's Strengths and Weaknesses) -Customers Analysis</p>	Level 7	
	Level 6	Able to carry out environment analysis and customer analysis related to sales channel strategy based on macro environments analysis, as a person responsible for sales channel strategy that consolidates multiple product groups, service groups or specific customer segment.
	Level 5	Able to carry out environment analysis and customer analysis related to sales channel strategy based on macro environments analysis, as a person responsible for sales channel strategy of specific products or services.
	Level 4	Able to carry out environment analysis and customer analysis related to sales channel strategy based on macro environments analysis, as a leader of sales channel strategy on specific products or services.
	Level 3	

Specialty Field:  
Sales Channel Strategy

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <ul style="list-style-type: none"> <li>● Compliance</li> </ul> <p>[Knowledge Items]</p> <p>-Knowledge of Relevant Regulations</p>	Level 7	
	Level 6	Able to perform formulation of sales channel strategy on mid-scale markets, complying with relevant regulations and accepted norms, as a person responsible for sales channel strategy that consolidates multiple product groups, service groups, or specific customer segment scale
	Level 5	Able to perform formulation of sales channel strategy on small-scale markets, complying with relevant regulations and accepted norms, as a person responsible for sales channel strategy of specific product or services.
	Level 4	Able to perform formulation of sales channel strategy, complying with relevant regulations and accepted norms, as a leader of sales channel strategy of specific products or services.
	Level 3	

Specialty Field:  
Sales Channel Strategy

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Project Management</p> <p>[Knowledge Items]</p> <ul style="list-style-type: none"> <li>-Project Integration Management</li> <li>-Project Scope Management</li> <li>-Project Time Management</li> <li>-Project Cost Management</li> <li>-Project Quality Management</li> <li>-Project Human Resource Management</li> <li>-Project Communications Management</li> <li>-Project Risk Management</li> <li>-Project Procurement Management</li> </ul>	Level 7	
	Level 6	<p>Able to carry out implementation and control, by utilizing project management skills, as a person responsible for formulation of sales channel strategy in multiple product groups, service groups or specific customer segment scale.</p>
	Level 5	<p>Able to carry out implementation and control, by utilizing project management skills, as a person responsible for formulation of sales channel strategy in specific products, service, or customer segment scale.</p>
	Level 4	<p>Able to carry out implementation and control, by utilizing project management skills, as a leader for formulation of sales channel strategy in specific products, services, or customer segment scale.</p>
	Level 3	

Specialty Field:  
Sales Channel Strategy

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <ul style="list-style-type: none"> <li>●Leadership</li> </ul> <p>[Knowledge Items]</p> <p>-Leadership</p>	Level 7	
	Level 6	Able to provide leadership to sales channel strategy team in mid-scale markets, as a person responsible for sales channel strategy that consolidates multiple product groups, service groups, or specific customer segment scale
	Level 5	Able to provide leadership to sales channel strategy team in small-scale markets, as a person responsible for sales channel strategy in specific products or services.
	Level 4	Able to provide leadership to sales channel strategy team, as a leader of sales channel strategy in specific products or services.
	Level 3	

Specialty Field:  
Sales Channel Strategy

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Communication</p> <p>[Knowledge Items]</p> <p>-2-Way Communication -Transmission of Information -Organization, Analysis, and Retrieval of Information</p>	Level 7	
	Level 6	<p>Able to lead business strategy by exchanging opinions with the management executives or the person in charge of the company, on design and development of business operations related to sales channel strategy for mid-scale market, as a person responsible for sales channel strategy that consolidates multiple product groups, service groups, or specific customer segment scale.</p>
	Level 5	<p>Able to carry out business strategy by exchanging opinions with the person in charge of the company in marketing operations related to sales channel strategy for small-scale market, as a person responsible for sales channel strategy on specific products, or services.</p>
	Level 4	<p>Able to carry out business operations on sales channel strategy by facilitating communication with other members, as a leader of sales channel strategy on specific products and services.</p>
	Level 3	

Specialty Field:  
Sales Channel Strategy

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Negotiation</p> <p>[Knowledge Items]</p> <p>-Negotiation</p>	Level 7	
	Level 6	<p>Able to make an agreement on sales channel strategy for mid-scale market by carrying out negotiations with the management executives or the person in charge of the company, as a person responsible for sales channel strategy that consolidates multiple product groups, service groups, or specific customer segment scale</p>
	Level 5	<p>Able to carry out negotiations on sales channel strategy for small-scale market with the person in charge of the company, as a person responsible for sales channel strategy on specific products or services.</p>
	Level 4	<p>Able to carry out negotiations with marketing team on sales channel strategy as a leader of sales channel strategy on specific products or services.</p>
	Level 3	

Specialty Field:  
Sales Channel Strategy

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Specialty Field Specific Skill Item]</p> <p>●Sales Channel Strategy</p> <p>[Knowledge Items]</p> <ul style="list-style-type: none"> <li>-Formulation of Sales Channel Strategy</li> <li>-Adaptation of Sales Channel Readiness Concept</li> <li>-Sales Channel Capacity Analysis and Establishment of Sales Support Structure</li> <li>-Creation of Joint Plans with Partners</li> <li>-Contract Processing with Sales Channels</li> <li>-Sales Channel Design</li> <li>-Sales Channel Conflict</li> <li>-Legal and Ethical Problems with Sales Channel Relationship</li> <li>-Role of Sales Channel</li> </ul>	Level 7	
	Level 6	Able to lead Go-to Market strategy, implementation plan and formulation of channel marketing support program for sales channel strategy, as a person responsible for sales channel strategy that consolidates multiple product groups, service groups, or specific customers segment scale.
	Level 5	Able to lead Go-to Market strategy, implementation plan, and formulation of channel marketing support program for sales channel strategy, as a person responsible for sales channel strategy on specific products or services.
	Level 4	Able to carry out Go to Market strategy, implementation plan, and formulation of channel marketing support program for sales channel strategy, as a leader of sales channel strategy on specific products or services.
	Level 3	

## Skill Proficiency/Knowledge Items

Job Category: Marketing

Specialty Field: Market Communication

Specialty Field:

Market Communication

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Assessment and Selection of Market Opportunities</p> <p>[Knowledge Items]</p> <ul style="list-style-type: none"> <li>-Discovery and Selection of Market Opportunities</li> <li>-Market Research Concept and Methodology</li> <li>-Market Analysis</li> <li>-Market Segmentation</li> <li>-Selection of Target Market (Targeting)</li> <li>-Positioning Application</li> <li>-Product Portfolio Analysis</li> <li>-Industry Trends</li> <li>-Competitive Situation</li> <li>-Investigation and Analysis of Problems and Needs</li> <li>-Determination of Demands</li> <li>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, and etc.)</li> </ul>	Level 7	
	Level 6	Able to perform assessment and selection of market opportunities related to marketing communication for mid-scale markets by carrying out market analysis based on methodology, as a person responsible for market communication on multiple product groups, service groups, or specific customer segment scale
	Level 5	Able to perform assessment and selection of market opportunities related to marketing communication for small-scale markets by carrying out specific market analysis based on methodology, as a person responsible for market communication on specific operating departments, customer segments, products, or services
	Level 4	Able to perform assessment and selection of market opportunities on marketing communication by carrying out market analysis based on methodology, as a leader for market communication on specific products or services
	Level 3	Able to work on assessment and selection of market opportunities on marketing communication by carrying out market analysis based on methodology, as a member for market communication on specific products or services

Specialty Field:

Market Communication

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Marketing Strategy</p> <p>[Knowledge Items]</p> <ul style="list-style-type: none"> <li>-Marketing Concepts and Methodology</li> <li>-Marketing Strategies Formulation</li> <li>-Understanding and Utilization of Analysis Tools and Models</li> <li>-B2B Marketing Strategies Formulation</li> <li>-Formulation of Marketing Action Plans</li> <li>-Practice of Marketing Activities</li> <li>-Brand Strategies Formulation</li> <li>-Product Strategies Formulation</li> <li>-Pricing Strategies Formulation</li> <li>-Formulation of Marketing Strategies in Service Businesses</li> <li>-Formulation of Marketing Measures</li> <li>-Criteria Setting and Assessment of Market Communication Assessment</li> <li>-Formulation and Implementation of Business Plans</li> <li>-Formulation of Product Strategies and Service Strategies</li> </ul>	Level 7	
	Level 6	Able to carry out formulation of marketing strategy related to market communication by utilizing analysis tools and models based on methodology, as a person responsible for market communication on multiple product groups, service groups, or specific customer segment scale
	Level 5	Able to carry out formulation of marketing strategy related to market communication by utilizing analysis tools and models based on methodology, as a person responsible for market communication on specific operating departments, customer segments, products or services
	Level 4	Able to carry out formulation of marketing strategy related to market communication by utilizing analysis tools and models based on methodology, as a leader for market communication on specific products or services
	Level 3	Able to work on formulation of marketing strategy related to market communication by utilizing analysis tools and models based on methodology, as a member of assigned area for market communication on specific products or services.

Specialty Field:

Market Communication

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Marketing Environments Analysis</p> <p>[Knowledge Items]</p> <p>-Macro Environment Analysis</p> <p>-Internal Environment Analysis (Analysis of Company's Strengths and Weaknesses)</p> <p>-Customers Analysis</p>	Level 7	
	Level 6	Able to carry out environment analysis and customer analysis related to market communication based on macro environments analysis, as a person responsible for market communication on multiple product groups, service groups, or specific customer segment scale.
	Level 5	Able to carry out environment analysis and customer analysis related to market communication based on macro environments analysis, as a person responsible for market communication on specific operating departments, customer segments, products or services.
	Level 4	Able to carry out environment analysis and customer analysis related to market communication based on macro environments analysis, as a person responsible for market communication on specific products or services
	Level 3	Able to carry out environment analysis and customer analysis related to market communication based on macro environments analysis, as a member of assigned area for market communication on specific products or services.

Specialty Field:  
Market Communication

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <ul style="list-style-type: none"> <li>●Compliance</li> </ul> <p>[Knowledge Items]</p> <p>-Knowledge of Relevant Regulations</p>	Level 7	
	Level 6	Able to perform formulation of marketing strategy on mid-scale markets complying with relevant regulations and accepted norms, as a person responsible for market communication on multiple product groups, services groups, or specific customer segment scale
	Level 5	Able to perform formulation of marketing strategy on small-scale markets, complying with relevant regulations and accepted norms, as a person responsible for market communication on specific operating departments, customer segments, products, and services.
	Level 4	Able to perform formulation of marketing strategy, complying with relevant regulations and accepted norms, as a leader for market communication on specific products and services.
	Level 3	Able to work formulation of marketing strategy, complying with relevant regulations and accepted norms, as a member for market communication on specific products and services.

Specialty Field:

Market Communication

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Project Management</p> <p>[Knowledge Items]</p> <ul style="list-style-type: none"> <li>-Project Integration Management</li> <li>-Project Scope Management</li> <li>-Project Time Management</li> <li>-Project Cost Management</li> <li>-Project Quality Management</li> <li>-Project Human Resource Management</li> <li>-Project Communications Management</li> <li>-Project Risk Management</li> <li>-Project Procurement Management</li> </ul>	Level 7	
	Level 6	Able to carry out implementation and control of the project by utilizing project management skills, as a person responsible for the formulation of promotion strategy on multiple product groups, service groups or specific customer segment scale.
	Level 5	Able to carry out implementation and control of the project by utilizing project management skills, as a person responsible for the formulation of promotion strategy on specific products, services and customer segment scale.
	Level 4	Able to carry out implementation and control of the project by utilizing project management skills, as a leader of formulation of promotion strategy on specific products, services, and customer segment scale.
	Level 3	Able to carry out implementation and control of the project by utilizing project management skills, as a member of formulation of promotion strategy on specific products, services, and customer segment scale.

Specialty Field:  
Market Communication

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <ul style="list-style-type: none"> <li>●Leadership</li> </ul> <p>[Knowledge Items]</p> <p>-Leadership</p>	Level 7	
	Level 6	Able to provide leadership to promotion strategy team on mid-scale markets, as a person responsible for leadership communication on multiple product groups, service groups, or specific customer segment scale.
	Level 5	Able to provide leadership to promotion strategy team on small-scale markets, as a person responsible for market communication on specific operating departments, customer segments, products, or services
	Level 4	Able to provide leadership to promotion strategy team, as a leader for market communication on specific products or services
	Level 3	Able to work on formulation of promotion strategy, as a member for assigned area of market communication on specific products or services.

Specialty Field:  
Market Communication

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Communication</p> <p>[Knowledge Items]</p> <p>-2-Way Communication -Transmission of Information -Organization, Analysis, and Retrieval of Information</p>	Level 7	
	Level 6	Able to lead promotion strategy by exchanging opinions related to marketing operation on mid-scale market with the management executives or the person in charge of the company, as a person responsible for market communication on multiple product groups, service groups, or specific customer segment scale
	Level 5	Able to lead promotion strategy by exchanging opinions related to marketing operation on small-scale market with the person in charge at the company, as a person responsible for market communication on specific operating departments, customer segments, products or services
	Level 4	Able to carry out business operations on promotion strategy by facilitating communication with other members, as a leader for market communication on specific products and services.
	Level 3	Able to carry out business operations on promotion strategy, as a member of assigned area for market communication on specific products and services.

Specialty Field:  
Market Communication

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Job Category Common Skill Item]</p> <p>●Negotiation</p> <p>[Knowledge Items]</p> <p>-Negotiation</p>	Level 7	
	Level 6	Able to make an agreement related to promotion strategy on mid-scale market by carrying out negotiations with the management executives or the person in charge of the company, as a person responsible for market communication on multiple product groups, service groups, or specific customer segment scale
	Level 5	Able to carry out negotiations related to promotion strategy on small-scale market with the person in charge at the company, as a person responsible for market communication on specific operating departments, customer segments, products or services
	Level 4	Able to carry out negotiations on promotion strategy with the marketing team as a leader for market communication on specific products or services
	Level 3	Able to obtain information and data required for the assigned promotion program through negotiation, as a member of assigned area for market communication on specific products or services.

Specialty Field:

Market Communication

## Skill Proficiency/Knowledge Items of Marketing

Skill Item and Knowledge Items	Skill Proficiency	
<p>[Specialty Field Specific Skill Item]</p> <p>●Market Communication Strategy</p> <p>[Knowledge Items]</p> <p>-Formulation of Market Communication Strategies</p> <p>-Formulation of Market Communication Competitive Strategies</p> <p>-Campaign Management</p> <p>-Development of Market Communications</p> <p>-Implementation of Market Communication</p>	Level 7	
	Level 6	Able to instruct and lead marketing communication strategy, as a person responsible for market communication on multiple product groups, services groups, or specific customer segment scale. In addition, able to carry out consultations on promotion strategy for management executives or the person in charge of the company.
	Level 5	Able to instruct and lead promotion strategy for the person in charge at the company, as a person responsible for market communication on specific operating departments, customer segments, products or services
	Level 4	Able to instruct and lead promotion strategy, as a leader for market communication on specific products or services
	Level 3	Able to work on formulation and implementation of promotion strategy, as a member of assigned area for market communication on specific products or services.