

Marketing	Training Course Group	Course Name	Knowledge Item	Competitive Strategic Management for Market Communication	Competitive Strategic Management for Market Communication	Market Communication Strategy Formulation	Market Communication Strategy Formulation	Market Communication Strategy Fundamentals	Competitive Strategic Management for Sales Channels	Competitive Strategic Management for Sales Channels	Sales Channel Strategy Fundamentals	Marketing Management Fundamentals	Marketing Strategy Formulation	Sales Channel Strategy Formulation	Promotion Strategy Formulation	Fundamentals of Sales Channel Strategies and Market Communication	Community Activities	Industry Application Trends	Latest Business Trends	Latest Trends of Technology and Solutions	Negotiation Skills Required in Marketing	Communication Skills Required in Marketing	Leadership Skills Required in Marketing	Marketing Strategy Formulation in Service Management	Pricing Strategy Formulation	Product Strategy Formulation	Brand Strategy Formulation	Project Management Fundamentals	Marketing Practice	B2B Marketing	Marketing Research	Planning Tools	Marketing Fundamentals	
				Common Skills to Job Category	Specific Skills to Specialty Field	Compliance	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities	Assessment and Selection of Market Opportunities
			Knowledge of Relevant Regulations -Understanding of and Compliance with Relevant Regulations	*				*								*																		
			Discovery and Selection of Market Opportunities -Analysis of Marketing Environment -Discovery of Market Opportunities and Threats -Market Research and Measurement of Market Demands		*			*		*		*				*									*	*			*	*	*	*	*	
			Market Research Concept and Methodology -Market Definition -Understanding of Whole Market -Market Analysis -Setting of Market Research Objectives -Creation of Market Research Plan -Market Research Design -Market Research Implementation -Verification of Hypotheses					*				*				*									*	*			*	*	*	*	*	
			Market Analysis -Analysis of Macro Environment -Customer Analysis -Competition Analysis -Analysis of Internal Environment (Analysis of Company's Strengths and Weaknesses) -Analysis of Market Opportunities -Measurement of Market Demands					*				*				*									*	*			*	*	*	*	*	
			Market Segmentation -Concept -Usage and Practice of Quantitative Methodology -Understanding and Setting of Markets and Market Segments -Market Segmentation (Geographical Variance, Demographic Variance, Psychological Variance, Behavioral Variances, etc.) -Evaluation of Market Segment -Selection of Market Segment					*				*				*									*	*			*	*	*	*	*	
			Selection of Target Market (Targeting) -Market Scale -Analysis of Company's Advantages -Analysis for Life Cycle Phases of Products or Services -Analysis of Entry Barriers -Analysis of Competitive Strategy -Analysis of Environmental Factors					*				*				*									*	*			*	*	*	*	*	
			Positioning Applications -Review of Differentiation -Positioning Analysis and Setting in Companies -Positioning Analysis and Setting to Customers		*			*		*		*				*									*	*			*	*	*	*	*	
			Product Portfolio Analysis -Selection of Investment Areas through the Use of Analysis Tools and Models -Selection of Priorities		*		*	*		*		*				*									*	*			*	*	*	*	*	
			Industry Trends -Understanding of Industrial Environments and Relevant Regulations -Understanding of Latest Industry Trends -Understanding and Utilization of Industry Specific Needs/Wants							*	*	*							*	*	*													
			Latest Technology Trends -Understanding of Latest Hardware Technology Trends -Understanding of Latest Middleware Technology Trends -Understanding of Latest Platform Technology trends -Understanding of Latest Network Technology Trends -Understanding of Latest Database Technology Trends -Understanding of Latest Security Technology Trends -Understanding of Latest System Management Technology Trends																	*														
			Competitive Situation -Understanding of Competitors Information in the Industry -Understanding of New Entrants																															
			Investigation and Analysis of Problems and Needs -Investigation and Analysis of Current Problems -Understanding of User Needs -Analysis and Prioritization of Needs																															
			Determination of Demands -Price Sensitivity -Inelastic Demand -Elastic Demand -Estimation of Demand Curve -Demand Elasticity		*		*	*		*		*				*	*								*	*			*	*	*	*	*	
			Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc.) -Utilization of Statistical Tools (Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling) -Models (Queuing Models, Sales Response Models, etc.) -Optimization Routine (Differentiation Formulas, Mathematical Programming, Statistical Decision Theory, Game Theory, etc.)		*		*	*		*		*				*	*							*	*			*	*	*	*	*	*	
Marketing Strategy			Marketing Concepts and Methodology -Understanding and Practice of Marketing Process (Analysis of Marketing Environment, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix) -Understanding of Marketing Strategy Formulation Process -Formulation and Implementation of Marketing Program Plan	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Marketing Strategy			Marketing Strategies Formulation -Understanding of Corporate Philosophy -Understanding of Business Strategy (Management Strategy, Business Strategy) -Business Portfolio Design -Implementation of Marketing Management -Implementation of Marketing Process -Understanding of Marketing Strategy Formulation Process	*	*							*																						
Marketing Strategy			Understanding and Utilization of Analysis Tools and Models -Business Life Cycle (Introduction Stage, Growth Stage, Maturity Stage, Decline Stage) Models -Product Portfolio Management (PPM) Models -Experience Curve -3C Analysis -SWOT Analysis -7S Models -Michael Porter's Five Forces Model -Value Chain Analysis -Others				*																											
Marketing Strategy			B2B Marketing Strategies Formulation -B2B Marketing Concept -B2B Marketing Strategy and Planning Techniques -Understanding and Execution of B2B Marketing Process -Difference between Corporate Market and Consumer Market -Corporate Purchase Process -Influence on Purchasing Decision-makers					*																										
Marketing Strategy			Formulation of Marketing Action Plan -Understanding of Marketing Strategy -Understanding of Marketing Policy -Examination of Strategic Options -Preparation of Marketing Action Plan -Review and Reflection of Tactics, Action items, CSF (Critical Success Factor), Milestones, etc. -Evaluation Criteria Setting -Formulation of Marketing Action Plan					*	*					*	*																			*

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