

Skill Area and Skill Proficiency

(1) Marketing

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Skill Area

Job career: Marketing

Skill Area of Marketing

| | Specialty Field | Skill Item |
|--------------------------|------------------------|---|
| Career common skill item | All Specialty Field | <ul style="list-style-type: none"> ●Evaluation and Selection of Market Opportunities Finding and selecting market opportunities, Concepts and methodology of market research, Analytical of market, Market segmentation, Selection of target markets (targeting), Application of positioning, Analytical of product portfolios, Industry trends, Status of competition, Investigation and analytical of problems and needs, Determination of demands, Utilization of quantitative tools in marketing (analytical of customer's purchase behavior trends, cultivation of potential customers, etc) ●Marketing Strategy Concepts and methodology of marketing, Formulation marketing strategies, Understanding and utilization of analytical tools and models, Formulation of B2B marketing strategies, Formulation of implementation plans of marketing, Practice of marketing activities, Formulation of brand strategies, Formulation of product strategies, Formulation of strategies for prices, etc ●Analytical of Marketing Environments Analytical of macro environments, Analytical of internal environments (analytical of company's advantages and disadvantages), Analytical of customers ●Compliance Related regulations, Accepted norms ●Project Management 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 ●Leadership Leadership ●Communication 2-Way communication, Distribution of information, Organization and analytical and retrieval of information ●Negotiation Negotiation |
| | Marketing management | <ul style="list-style-type: none"> ●Integration of Management Marketing management, Formulation of promotion strategies, Grasp of customers purchase behavior, Formulation of sales channel strategies, Execution and evaluation of marketing strategies |
| | Sales channel strategy | <ul style="list-style-type: none"> ●Sales Channel Strategy Formulation of sales channel strategies, Application of the concepts of "readiness" sales channels, Analytical of sales channel capacity and establishment of sales support systems, Drawing up partner plans and joint plans, Following through on a deal with sales channels, Design of sales channels, Competition of sales channels, Legal and ethical problems with sales channel relationship |
| | Market communication | <ul style="list-style-type: none"> ●Market Communication strategy Formulation of market communication strategies, Formulation of competitive strategies for market communication, Campaign management, Development of market Communication, Implementation of market communication |

Skill Proficiency/Knowledge Items

Job career: Marketing

Specialty Field: Marketing management

Specialty Field:

Marketing management

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|--|-------------------|---|
| <p>[Career common skill item]</p> <p>●Evaluation and Selection of Market Opportunities</p> <p>[Knowledge Items]</p> <ul style="list-style-type: none"> -Finding and selecting market opportunities -Concepts and methodology of market research -Analytical of market -Market segmentation -Selection of target markets (targeting) -Adaptation of positioning -Analytical of product portfolios -Industry trends -Status of competition -Investigation and analytical of problems and needs -Determination of demands -Utilization of quantitative tools in marketing (analytical of customer's purchase behavior trends, cultivation of potential customers, etc) | Level 7 | Able to carry out evaluation and selection of market opportunities related to marketing on large-scale markets by carrying out market analytical of the whole industry based on methodology as a responsible person of marketing management on service or products related to all industry. In addition, able to present the related subjects at academic societies, communities, and symposia. |
| | Level 6 | Able to carry out evaluation and selection of market opportunities related to marketing on mid-scale markets by carrying out market analytical based on methodology as a responsible person of marketing management on multiple products group, services group, or specific customer segment scale. |
| | Level 5 | Able to carry out evaluation and selection of market opportunities related to marketing on small-scale markets by carrying out specific market analytical based on methodology as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | |
| | Level 3 | |

Specialty Field:

Marketing management

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|---|-------------------|--|
| <p>[Career common skill item]</p> <p>●Marketing Strategy</p> <p>[Knowledge Items]</p> <ul style="list-style-type: none"> -Concepts and methodology of marketing -Formulation marketing strategies -Understanding and utilization of analytical tools and models -Formulation of B2B marketing strategies -Formulation of implementation plans of marketing -Practice of marketing activities -Formulation of brand strategies -Formulation of product strategies -Formulation of strategies for prices -Formulation of marketing strategies in service businesses -Formulation of marketing plans -Setting and evaluation of market communication assessment criteria -Formulation and implementing of business plans -Formulation of product strategies and service strategies | Level 7 | Able to carry out formulation of marketing strategy related to marketing on large-scale markets by using models and analytical tools based on methodology, as a responsible person of marketing management on service or products related to all industry. In addition, able to present 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 using models and analytical tools based on methodology, as a responsible person of marketing management on multiple products group, services group, or specific customer segment scale. |
| | Level 5 | Able to carry out formulation of marketing strategy related to marketing on mid-scale markets by using models and analytical tools based on methodology, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | |
| | Level 3 | |

Specialty Field:

Marketing management

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|---|-------------------|---|
| <p>[Career common skill item]</p> <p>●Analytical of Marketing Environments</p> <p>[Knowledge Items]</p> <p>-Analytical of macro environments -Analytical of internal environments (analytical of company's advantages and disadvantages) -Analytical of customers</p> | Level 7 | Able to carry out customer analytical and environment analytical related to marketing on large-scale markets based on macro environments analytical, as a responsible person of marketing management related to all industry. In addition, able to present the related subjects at academic societies, communities, and symposia. |
| | Level 6 | Able to carry out customer analytical and environment analytical related to marketing on mid-scale markets based on macro environments analytical, as a responsible person of marketing management on multiple products group, services group, or specific customer segment scale. |
| | Level 5 | Able to carry out customer analytical and environment analytical related to marketing on small-scale markets based on macro environments analytical, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | |
| | Level 3 | |

Specialty Field:
Marketing management

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|--|-------------------|--|
| <p>[Career common skill item]</p> <p>●Compliance</p> <p>[Knowledge Items]</p> <p>-Related regulations</p> <p>-Accepted norms</p> | Level 7 | Able to perform marketing activity on large-scale markets based on compliance with accepted norms and related regulations, as a responsible person of marketing management of service or product with the top market share. |
| | Level 6 | Able to perform marketing activity on mid-scale markets based on compliance with accepted norms and related regulations, as a responsible person of marketing management on multiple products group, services group, or specific customer segment scale. |
| | Level 5 | Able to perform marketing activity on small-scale markets based on compliance with accepted norms and related regulations, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | |
| | Level 3 | |

Specialty Field:

Marketing management

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|---|-------------------|---|
| <p>[Career common skill item]</p> <p>●Project Management</p> <p>[Knowledge Items]</p> <p>-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</p> | Level 7 | Able to carry out control, implementation by using project management skills, as a responsible person of marketing management related to all industry. |
| | Level 6 | Able to carry out control, implementation by using project management skills, as a responsible person of marketing management on multiple products group, services group, or specific customer segment scale. |
| | Level 5 | Able to carry out control, implementation by using project management skills, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | |
| | Level 3 | |

Specialty Field:
Marketing management

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|--|-------------------|--|
| <p>[Career common skill item]</p> <p>●Leadership</p> <p>[Knowledge Items]</p> <p>-Leadership</p> | Level 7 | Able to demonstrate leadership in large-scale markets by leading industry, as a responsible person of marketing management related to all industry. |
| | Level 6 | Able to demonstrate leadership in market management team on mid-scale markets, as a responsible person of marketing management on multiple products group, services group, or specific customer segment scale. |
| | Level 5 | Able to demonstrate leadership in market management team on small-scale markets, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | |
| | Level 3 | |

Specialty Field:
Marketing management

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|---|-------------------|---|
| <p>[Career common skill item]</p> <p>●Communication</p> <p>[Knowledge Items]</p> <p>-2-Way communication -Distribution of information -Organization, analytical, and retrieval of information</p> | Level 7 | Able to lead business strategy by exchanging opinions related to marketing strategy on large-scale market with the management executives, as a responsible person of marketing management related to all industry. |
| | Level 6 | Able to lead business strategy by exchanging opinions related to marketing strategy on mid-scale market with the management executives, as a responsible person of marketing management on multiple products group, services group, or specific customer segment scale. |
| | Level 5 | Able to carry out business strategy by exchanging opinions related to marketing business application on small-scale market with the responsible person in the company, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | |
| | Level 3 | |

Specialty Field:

Marketing management

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|--|-------------------|--|
| <p>[Career common skill item]</p> <p>●Negotiation</p> <p>[Knowledge Items]</p> <p>-Negotiation</p> | Level 7 | Able to carry out complicated negotiations with managers related to marketing strategy on large-scale market, as a responsible person of marketing management related to all industry. |
| | Level 6 | Able to make an agreement by carrying out negotiations with the management executives or the responsible person in the company, related to marketing strategy on mid-scale market, as a responsible person of marketing management on multiple products group, services group, or specific customer segment scale. |
| | Level 5 | Able to carry out negotiations with the responsible person in the company, related to marketing strategy on small-scale market, as a responsible person of marketing management on specific product, service scale. |
| | 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>●Integration of Management</p> <p>[Knowledge Items]</p> <p>-Marketing management</p> <p>-Formulation of promotion strategies</p> <p>-Grasp of customers purchase behavior</p> <p>-Formulation of sales channel strategies</p> <p>-Execution and evaluation of marketing strategies</p> | Level 7 | Able to perform all marketing business applications on large-scale markets successfully by unifying marketing management, sales channel strategy, and marketing communication, as a responsible person of marketing management related to all industry. In addition, able to present the related subjects at academic societies, communities, and symposia. |
| | Level 6 | Able to perform all marketing business applications on mid-scale markets successfully by unifying marketing management, sales channel strategy, and marketing communication, as a responsible person of marketing management on multiple products group, services group, or specific customer segment scale. |
| | Level 5 | Able to perform all marketing business applications on small-scale markets successfully, by unifying marketing management, sales channel strategy, and marketing communication, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | |
| | Level 3 | |

Skill Proficiency/Knowledge Items

Job career: 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>[Career common skill item]</p> <p>●Evaluation and Selection of Market Opportunities</p> <p>[Knowledge Items]</p> <p>-Finding and selecting market opportunities</p> <p>-Concepts and methodology of market research</p> <p>-Analytical of market</p> <p>-Market segmentation</p> <p>-Selection of target markets (targeting)</p> <p>-Adaptation of positioning</p> <p>-Analytical of product portfolios</p> <p>-Industry trends</p> <p>-Status of competition</p> <p>-Investigation and analytical of problems and needs</p> <p>-Determination of demands</p> <p>-Utilization of quantitative tools in marketing (analytical of customer's purchase behavior trends, cultivation of potential customers, etc)</p> | Level 7 | |
| | Level 6 | Able to carry out evaluation and selection of market opportunities on sales channel strategy, by carrying out market analytical based on methodology, as a responsible person of sales channel strategy that unifies multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to carry out evaluation and selection of market opportunities on sales channel strategy, by carrying out market analytical based on methodology, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | Able to carry out evaluation and selection of market opportunities on sales channel strategy, by carrying out market analytical based on methodology, as a leader of sales channel strategy on specific product, service scale. |
| | Level 3 | |

Specialty Field:

Sales channel strategy

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|---|-------------------|---|
| <p>[Career common skill item]</p> <p>●Marketing Strategy</p> <p>[Knowledge Items]</p> <ul style="list-style-type: none"> -Concepts and methodology of marketing -Formulation marketing strategies -Understanding and utilization of analytical tools and models -Formulation of B2B marketing strategies -Formulation of implementation plans of marketing -Practice of marketing activities -Formulation of brand strategies -Formulation of product strategies -Formulation of strategies for prices -Formulation of marketing strategies in service businesses -Formulation of marketing plans -Setting and evaluation of market communication assessment criteria -Formulation and implementing of business plans -Formulation of product strategies and service strategies | Level 7 | |
| | Level 6 | Able to carry out formulation of marketing strategy related to sales channel strategy by using models and analytical tools based on methodology, as a responsible person of sales channel strategy that unifies multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to carry out formulation of marketing strategy related to sales channel strategy by using models and analytical tools based on methodology, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | Able to carry out formulation of marketing strategy related to sales channel strategy by using models and analytical tools based on methodology, as a leader of sales channel strategy on specific product, service scale. |
| | Level 3 | |

Specialty Field:

Sales channel strategy

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|---|-------------------|---|
| <p>[Career common skill item]</p> <p>●Analytical of Marketing Environments</p> <p>[Knowledge Items]</p> <p>-Analytical of macro environments -Analytical of internal environments (analytical of company's advantages and disadvantages) -Analytical of customers</p> | Level 7 | |
| | Level 6 | Able to carry out customer analytical and environment analytical related to sales channel strategy based on macro environments analytical, as a responsible person of sales channel strategy that unifies multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to carry out customer analytical and environment analytical related to sales channel strategy based on macro environments analytical, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | Able to carry out customer analytical and environment analytical related to sales channel strategy based on macro environments analytical, as a leader of sales channel strategy on specific product, service scale. |
| | Level 3 | |

Specialty Field:

Sales channel strategy

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|--|-------------------|--|
| <p>[Career common skill item]</p> <p>●Compliance</p> <p>[Knowledge Items]</p> <p>-Related regulations</p> <p>-Accepted norms</p> | Level 7 | |
| | Level 6 | Able to perform formulation of sales channel strategy on mid-scale markets based on compliance with accepted norms and related regulations, as a responsible person of sales channel strategy that unifies multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to perform formulation of sales channel strategy on small-scale markets based on compliance with accepted norms and related regulations, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | Able to perform formulation of sales channel strategy based on compliance with accepted norms and related regulations, as a leader of sales channel strategy on specific product, service scale. |
| | Level 3 | |

Specialty Field:

Sales channel strategy

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|---|-------------------|--|
| <p>[Career common skill item]</p> <p>●Project Management</p> <p>[Knowledge Items]</p> <p>-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</p> | Level 7 | |
| | Level 6 | Able to carry out control, implementation by using project management skills, as a responsible person of sales channel strategy for multiple products group, services group, or specific customer segment scale. |
| | Level 5 | Able to carry out control, implementation by using project management skills, as a responsible person of formulation of sales channel for specific products, service, and customer segment scale. |
| | Level 4 | Able to carry out control, implementation by using project management skills, as a leader of formulation of sales channel for specific products, service, and customer segment scale. |
| | Level 3 | |

Specialty Field:

Sales channel strategy

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|---|-------------------|--|
| [Career common skill item] ●Leadership [Knowledge Items] -Leadership | Level 7 | |
| | Level 6 | Able to demonstrate leadership in sales channel strategy team on mid-scale markets, as a responsible person of sales channel strategy that unifies multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to demonstrate leadership in sales channel strategy team on small-scale markets, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | Able to demonstrate leadership in sales channel strategy team, as a leader of sales channel strategy on specific product, service scale. |
| | Level 3 | |

Specialty Field:

Sales channel strategy

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|---|-------------------|--|
| <p>[Career common skill item]</p> <p>●Communication</p> <p>[Knowledge Items]</p> <p>-2-Way communication -Distribution of information -Organization, analytical, and retrieval of information</p> | Level 7 | |
| | Level 6 | Able to lead business strategy by exchanging opinions related to sales channel strategy on mid-scale market with the management executives, as a responsible person of sales channel strategy that unifies multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to carry out sales channel strategy by exchanging opinions related to marketing business application on small-scale market with the responsible person in the company, as a responsible person of sales channel strategy on specific product, service scale. |
| | Level 4 | Able carry out business application on sales channel strategy by facilitating communication with other members, as a leader of sales channel strategy on specific product, service scale. |
| | Level 3 | |

Specialty Field:

Sales channel strategy

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|--|-------------------|--|
| <p>[Career common skill item]</p> <p>●Negotiation</p> <p>[Knowledge Items]</p> <p>-Negotiation</p> | Level 7 | |
| | Level 6 | Able to make an agreement on sales channel strategy related to mid-scale market by carrying out negotiations with the management executives or the responsible person in the company, as a responsible person of sales channel strategy that unifies multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to carry out negotiations on sales channel strategy related to small-scale market with the responsible person in the company, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | Able to carry out negotiations with marketing team on sales channel strategy as a leader of sales channel strategy on specific product, service scale. |
| | 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"> -Formulation of sales channel strategies -Adaptation of the concepts of "readiness" sales channels -Analytical of sales channel capacity and establishment of sales support systems -Drawing up partner plans and joint plans -Following through on a deal with sales channels -Design of sales channels -Competition of sales channels -Legal and ethical problems with sales channel relationship | Level 7 | |
| | Level 6 | Able to lead formulation of channel marketing support program, implementation plan, and Go to Market strategy, on sales channel strategy, as a responsible person of sales channel strategy that unifies multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to lead formulation of channel marketing support program, implementation plan, and Go to Market strategy, on sales channel strategy, as a responsible person of marketing management on specific product, service scale. |
| | Level 4 | Able to carry out formulation of channel marketing support program, implementation plan, and Go to Market strategy, on sales channel strategy, as a leader of sales channel strategy on specific product, service scale. |
| | Level 3 | |

Skill Proficiency/Knowledge Items

Job career: Marketing

Specialty Field: Market communication

Specialty Field:

Market communication

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|--|-------------------|---|
| <p>[Career common skill item]</p> <p>●Evaluation and Selection of Market Opportunities</p> <p>[Knowledge Items]</p> <p>-Finding and selecting market opportunities</p> <p>-Concepts and methodology of market research</p> <p>-Analytical of market</p> <p>-Market segmentation</p> <p>-Selection of target markets (targeting)</p> <p>-Adaptation of positioning</p> <p>-Analytical of product portfolios</p> <p>-Industry trends</p> <p>-Status of competition</p> <p>-Investigation and analytical of problems and needs</p> <p>-Determination of demands</p> <p>-Utilization of quantitative tools in marketing (analytical of customer's purchase behavior trends, cultivation of potential customers, etc)</p> | Level 7 | |
| | Level 6 | Able to carry out evaluation and selection of market opportunities related to marketing communication on mid-scale markets by carrying out market analytical based on methodology as a responsible person for market communication on multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to carry out evaluation and selection of market opportunities related to marketing communication on small-scale markets by carrying out specific market analytical based on methodology as a responsible person for market communication on specific departments, customer segments, products, and services |
| | Level 4 | Able to carry out evaluation and selection of market opportunities on marketing communication by carrying out market analytical based on methodology as a leader for market communication on specific products, and services |
| | Level 3 | Able to work evaluation and selection of market opportunities on marketing communication by carrying out market analytical based on methodology, 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>[Career common skill item]</p> <p>●Marketing Strategy</p> <p>[Knowledge Items]</p> <ul style="list-style-type: none"> -Concepts and methodology of marketing -Formulation marketing strategies -Understanding and utilization of analytical tools and models -Formulation of B2B marketing strategies -Formulation of implementation plans of marketing -Practice of marketing activities -Formulation of brand strategies -Formulation of product strategies -Formulation of strategies for prices -Formulation of marketing strategies in service businesses -Formulation of marketing plans -Evaluation of market communication -Setting and evaluation of assessment criteria -Formulation and implementing of business plans -Formulation of product strategies and service strategies | Level 7 | |
| | Level 6 | Able to carry out formulation of marketing strategy related to market communication by using models and analytical tools based on methodology, as a responsible person for market communication on multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to carry out formulation of marketing strategy related to market communication by using models and analytical tools based on methodology, as a responsible person for market communication on specific departments, customer segments, products, and services |
| | Level 4 | Able to carry out formulation of marketing strategy related to market communication by using models and analytical tools based on methodology, as a leader for market communication on specific products, and services |
| | Level 3 | Able to work formulation of marketing strategy related to market communication by using models and analytical tools based on methodology, as a member for market communication on specific products, and services in the assigned area. |

Specialty Field:

Market communication

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|---|-------------------|--|
| <p>[Career common skill item]</p> <p>●Analytical of Marketing Environments</p> <p>[Knowledge Items]</p> <p>-Analytical of macro environments -Analytical of internal environments (analytical of company's advantages and disadvantages) -Analytical of customers</p> | Level 7 | |
| | Level 6 | Able to carry out customer analytical and environment analytical related to market communication based on macro environments analytical, as a responsible person for market communication on multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to carry out customer analytical and environment analytical related to market communication based on macro environments analytical, as a responsible person for market communication on specific departments, customer segments, products, and services |
| | Level 4 | Able to carry out customer analytical and environment analytical related to market communication based on macro environments analytical, as a responsible person for market communication on specific products, and services |
| | Level 3 | Able to carry out customer analytical and environment analytical related to market communication based on macro environments analytical, as a member for market communication on specific products, and services in the assigned area. |

Specialty Field:

Market communication

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|--|-------------------|--|
| <p>[Career common skill item]</p> <p>●Compliance</p> <p>[Knowledge Items]</p> <p>-Related regulations</p> <p>-Accepted norms</p> | Level 7 | |
| | Level 6 | Able to perform formulation of market strategy on mid-scale markets based on compliance with accepted norms and related regulations, as a responsible person for market communication on multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to perform formulation of market strategy on small-scale markets based on compliance with accepted norms and related regulations, as a responsible person for market communication on specific departments, customer segments, products, and services |
| | Level 4 | Able to perform formulation of sales channel strategy based on compliance with accepted norms and related regulations, as a leader for market communication on specific products, and services |
| | Level 3 | Able to work formulation of market strategy based on compliance with accepted norms and related regulations, 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>[Career common skill item]</p> <p>●Project Management</p> <p>[Knowledge Items]</p> <p>-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</p> | Level 7 | |
| | Level 6 | Able to carry out control, implementation by using project management skills, as a responsible person of formulation of promotion strategy on multiple products group, services group, or specific customer segment scale. |
| | Level 5 | Able to carry out control, implementation by using project management skills, as a responsible person of formulation of promotion strategy on specific products, services, and customer segment scale. |
| | Level 4 | Able to carry out control, implementation by using 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 control, implementation by using 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>[Career common skill item]</p> <p>●Leadership</p> <p>[Knowledge Items]</p> <p>-Leadership</p> | Level 7 | |
| | Level 6 | Able to demonstrate leadership in promotion strategy team on mid-scale markets as a responsible person for leadership communication on multiple products group, services group, or specific customer segment scale. |
| | Level 5 | Able to demonstrate leadership in promotion strategy team on small-scale markets, as a responsible person for market communication on specific departments, customer segments, products, and services |
| | Level 4 | Able to demonstrate leadership in promotion strategy team, as a leader for market communication on specific products, and services |
| | Level 3 | Able to work formulation of promotion strategy, as a member for market communication on specific products, and services in the assigned area. |

Specialty Field:

Market communication

Skill Proficiency/Knowledge Items of Marketing

| Skill Item and Knowledge Items | Skill Proficiency | |
|---|-------------------|--|
| <p>[Career common skill item]</p> <p>●Communication</p> <p>[Knowledge Items]</p> <p>-2-Way communication -Distribution of information -Organization, analytical, and retrieval of information</p> | Level 7 | |
| | Level 6 | Able to lead promotion strategy by exchanging opinions related to marketing strategy on mid-scale market with the management executives, as a responsible person for market communication on multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to lead promotion strategy by exchanging opinions related to marketing business application on small-scale market with the responsible person in the company, as a responsible person for market communication on specific departments, customer segments, products, and services |
| | Level 4 | Able to carry out business application 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 application on promotion strategy, 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 | |
|---|-------------------|---|
| [Career common skill item] ●Negotiation [Knowledge Items] -Negotiation | Level 7 | |
| | Level 6 | Able to make an agreement on promotion strategy related to mid-scale market by carrying out negotiations with the management executives or the responsible person in the company, as a responsible person for market communication on multiple products group, services group, or specific customer segment scale |
| | Level 5 | Able to carry out negotiations on promotion strategy related to small-scale market with the responsible person in the company, as a responsible person for market communication on specific departments, customer segments, products, and services |
| | Level 4 | Able to carry out negotiations on promotion strategy with the marketing team as a leader for market communication on specific products, and services |
| | Level 3 | Able to obtain required information and data for the promotion program in the assigned area through negotiation, as a member for market communication on specific products, and services in the assigned area. |

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 competitive strategies for market communication</p> <p>-Campaign management</p> <p>-Development of market communications</p> <p>-Implementation of market communication</p> | Level 7 | |
| | Level 6 | Able to lead and instruct marketing communication strategy, as a responsible person for market communication on multiple products group, services group, or specific customer segment scale. In addition, able to carry out consultations on promotion strategy for responsible person in the company or management executives. |
| | Level 5 | Able to lead and instruct promotion strategy for the responsible person in the company, as a responsible person for market communication on specific departments, customer segments, products, and services |
| | Level 4 | Able to lead and instruct promotion strategy, as a leader for market communication on specific products, and services |
| | Level 3 | Able to work formulation and implementation of promotion strategy, as a member for market communication on specific products, and services in the assigned area. |

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