

Outline of Job Career and Key Performance Indicator

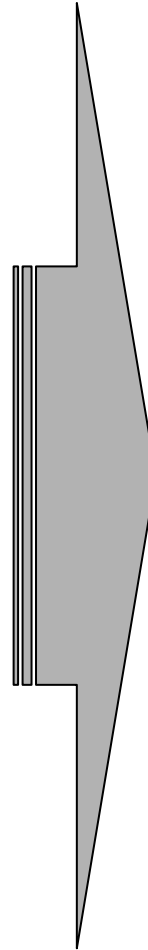
(1) Marketing

English edition Draft 1.0 December.2006

Outline of Job Career Marketing

Outline of Marketing

Job career	Marketing		
Specialty Field	Marketing management	Sales channel strategy	Market communication
Level 7			
Level 6			
Level 5			
Level 4			
Level 3			
Level 2			
Level 1			



Description of Job Career

Performs planning and preparation of business strategy such as sales strategies, implementation plans, financial planning, and sales channel strategies, etc, in order to response to customer needs by carrying out forecasts and analysis of market trends of company, business, products and services. Has responsibility in the investment effects of planed business strategy through analysis of market, etc, novelty, and customer satisfactions.

This job career category is classified into the following Specialty Fields.

●Marketing management

Performs formulation of strategy, goals, and implementation of plans for linking customer needs and own company products and services by penetrating into the market. In addition, performs review of implementation plans and strategy in accordance with market and customer needs and to manage progress of plan.

●Sales channel strategy

Performs planning of strategy in order to establish suitable sales channel for products or solutions. In addition, carry out guidance on sales channel, as well as sets up goal and performs plans in order to achieve good results.

●Market communication

Performs planning and implementation of promotion strategy planning in order to enhance profile of company and boost demand on provided products or solutions.

Key Performance Indicator

Marketing

Key Performance Indicator : Marketing

Specialty Field	Marketing management	Level 7
<p>[Contribution to business]</p> <p>●Responsibilities</p> <p>In the area of drawing and planning of business strategy that will fit customer needs such as prediction and analysis of company, business, and market trends of products and service, business strategy, sales strategy, implementation planning, fund planning, etc, acts as a responsible person of marketing management, by leading marketing team members. Has experience in achieving successful results in the completion of investment effects of business strategy, novelty, and customer satisfaction, three times or more (at least one project must meet complexity and size of Level 7 or equivalent, and others can be of Level 6).</p> <p>●Complexity</p> <p>Has experience in achieving successful results in the completion of marketing that meets three or more of the following complexity criteria. ("Globally leading-edge marketing" is required for this level.).</p> <p> <input type="checkbox"/>international marketing (in critical environment from cultural, social, international, and political aspects) <input type="checkbox"/>Globally leading-edge marketing <input type="checkbox"/>Complicated competitive relationships environment <input type="checkbox"/>Highly fluctuating market <input type="checkbox"/>Various customer needs <input type="checkbox"/>New market <input type="checkbox"/>New products group, services group <input type="checkbox"/>Coexistence of customer retention type of marketing and customer development type of marketing methods <input type="checkbox"/>Market communication that needs complicated strategy and method </p> <p>●Size</p> <p>Has experience in achieving successful results in the complication of marketing management, that meets the following size.</p> <p> <input type="checkbox"/>Product or service with the top market share <input type="checkbox"/>In case of marketing that meets five or more complexity criteria (above), with product or service in the top-10 market share </p> <p>[Contribution to professional society]</p> <p>-Holds the high specialty in either one or more of the following major themes of this Specialty Field sufficient enough to guide others and leads the industry.</p> <p> <input type="checkbox"/>Analysis of market opportunities <input type="checkbox"/>Research and selection of target market <input type="checkbox"/>Building of marketing strategy <input type="checkbox"/>Planning of marketing program <input type="checkbox"/>Execution and management of marketing plan </p> <p>-Has recognized accomplishments five items or more in the area of technology succession.</p> <p> <input type="checkbox"/>Professional community activities such as academic society and committee <input type="checkbox"/>Publication of a book <input type="checkbox"/>Publication of a paper outside the company <input type="checkbox"/>Publication of a paper within the company <input type="checkbox"/>Invited to speak outside the company <input type="checkbox"/>Instructor within the company <input type="checkbox"/>Filing of a patent application </p> <p>-Has accomplishments in developing subordinates (by mentoring, coaching, etc.)</p>		

Key Performance Indicator : Marketing

Specialty Field	Marketing management	Level 6
<p>[Contribution to business]</p> <p>●Responsibilities</p> <p>In the area of drawing and planning of business strategy that will fit customer needs such as prediction and analysis of company, business, and market trends of products and service, business strategy, sales strategy, implementation planning, fund planning, etc, acts as a responsible person of marketing management, by leading marketing team members. Has experience in achieving successful results in the completion of investment effects of business strategy, novelty, and customer satisfaction, three times or more (at least one project must meet complexity and size of Level 6 or equivalent, and others can be of Level 5).</p> <p>●Complexity</p> <p>Has experience in achieving successful results in the completion of project that meets two or more of the following complexity criteria.</p> <ul style="list-style-type: none"> <input type="checkbox"/>international marketing (in critical environment from cultural, social, international, and political aspects) <input type="checkbox"/>Complicated competitive relationships environment <input type="checkbox"/>New market <input type="checkbox"/>Market communication that needs complicated strategy and method <input type="checkbox"/>Globally leading-edge marketing <input type="checkbox"/>Highly fluctuating market <input type="checkbox"/>New products group, services group <input type="checkbox"/>Coexistence of customer retention type of marketing and customer development type of marketing methods <input type="checkbox"/>Various customer needs <p>●Size</p> <p>Has experience in achieving successful results in the complication of marketing management, that meets the following project size.</p> <ul style="list-style-type: none"> <input type="checkbox"/>Product or service in the top-10 market share <input type="checkbox"/>In case of marketing that meets four or more complexity criteria (above), with product or service with top market share within company <p>[Contribution to professional society]</p> <ul style="list-style-type: none"> -Holds the high specialty in either one or more of the following major themes of this Specialty Field sufficient enough to guide others and contributes to the industry. <ul style="list-style-type: none"> <input type="checkbox"/>Analysis of market opportunities <input type="checkbox"/>Research and selection of target market <input type="checkbox"/>Building of marketing strategy <input type="checkbox"/>Planning of marketing program <input type="checkbox"/>Execution and management of marketing plan -Has recognized accomplishments four items or more in the area of technology succession. <ul style="list-style-type: none"> <input type="checkbox"/>Professional community activities such as academic society and committee <input type="checkbox"/>Publication of a book <input type="checkbox"/>Publication of a paper outside the company <input type="checkbox"/>Publication of a paper within the company <input type="checkbox"/>Invited to speak outside the company <input type="checkbox"/>Instructor within the company <input type="checkbox"/>Filing of a patent application -Has accomplishments in developing subordinates (by mentoring, coaching, etc.) 		

Key Performance Indicator : Marketing

Specialty Field	Marketing management	Level 5
<p>[Contribution to business]</p> <p>●Responsibilities</p> <p>In the area of drawing and planning of business strategy that will fit customer needs such as prediction and analysis of company, business, and market trends of products and service, business strategy, sales strategy, implementation planning, fund planning, etc, acts as a responsible person of marketing management, by leading marketing team members. Has experience in achieving successful results in the completion of investment effects of business strategy, novelty, and customer satisfaction, three times or more (at least one project must meet complexity and size of Level 5 or equivalent, and others can be of Level 4).</p> <p>●Complexity</p> <p>Has experience in achieving successful results in the completion of project that meets two or more of the following complexity criteria.</p> <ul style="list-style-type: none"> <input type="checkbox"/>international marketing (in critical environment from cultural, social, international, and political aspects) <input type="checkbox"/>Complicated competitive relationships environment <input type="checkbox"/>New market <input type="checkbox"/>Market communication that needs complicated strategy and method <input type="checkbox"/>Globally leading-edge marketing <input type="checkbox"/>Highly fluctuating market <input type="checkbox"/>New products group, services group <input type="checkbox"/>Coexistence of customer retention type of marketing and customer development type of marketing methods <input type="checkbox"/>Various customer needs <p>●Size</p> <p>Has experience in achieving successful results in the complication of marketing management, that meets the following project size.</p> <ul style="list-style-type: none"> <input type="checkbox"/>Product or service with top market share within company <p>[Contribution to professional society]</p> <p>-Holds the high specialty in either one or more of the following major themes of this Specialty Field sufficient enough to guide others and contributes to the company.</p> <ul style="list-style-type: none"> <input type="checkbox"/>Analysis of market opportunities <input type="checkbox"/>Research and selection of target market <input type="checkbox"/>Building of marketing strategy <input type="checkbox"/>Planning of marketing program <input type="checkbox"/>Execution and management of marketing plan <p>-Has recognized accomplishments three items or more in the area of technology succession.</p> <ul style="list-style-type: none"> <input type="checkbox"/>Professional community activities such as academic society and committee <input type="checkbox"/>Publication of a book <input type="checkbox"/>Publication of a paper outside the company <input type="checkbox"/>Publication of a paper within the company <input type="checkbox"/>Invited to speak outside the company <input type="checkbox"/>Instructor within the company <input type="checkbox"/>Filing of a patent application <p>-Has accomplishments in developing subordinates (by mentoring, coaching, etc.)</p>		

Key Performance Indicator : Marketing

Specialty Field	Sales channel strategy	Level 6
<p>[Contribution to business]</p> <p>●Responsibilities</p> <p>In the area of strategy planning and establishment of optimum sales channel of product, solution, or service that will fit customer needs, acts as a responsible person of sales channel strategy that controls a multiple products group, services group, or specific customer segment size, by leading marketing team members. Has experience in achieving successful results in the completion of investment effects of sales channel strategies, novelty, and customer satisfaction, three times or more (at least one project must meet complexity and size of Level 6 or equivalent, and others can be of Level 5).</p> <p>●Complexity</p> <p>Has experience in achieving successful results in the completion of project that meets two or more of the following complexity criteria.</p> <ul style="list-style-type: none"> <input type="checkbox"/>international marketing (in critical environment from cultural, social, international, and political aspects) <input type="checkbox"/>Complicated competitive relationships environment <input type="checkbox"/>New market <input type="checkbox"/>Market communication that needs complicated strategy and method <input type="checkbox"/>Globally leading-edge marketing <input type="checkbox"/>Highly fluctuating market <input type="checkbox"/>New products group, services group <input type="checkbox"/>Coexistence of customer retention type of marketing and customer development type of marketing methods <input type="checkbox"/>Various customer needs <p>●Size</p> <p>Has experience in achieving successful results in the complication of sales channel marketing management, that meets the following size.</p> <ul style="list-style-type: none"> <input type="checkbox"/>Product or service in the top-10 market share <input type="checkbox"/>In case of marketing that meets four or more complexity criteria (above), with product or service with top market share within company <p>[Contribution to professional society]</p> <ul style="list-style-type: none"> -Holds the high specialty in either one or more of the following major themes of this Specialty Field sufficient enough to guide others and contributes to the industry. <ul style="list-style-type: none"> <input type="checkbox"/>Analysis of market opportunities <input type="checkbox"/>Research and selection of target market <input type="checkbox"/>Building of marketing strategy <input type="checkbox"/>Planning of marketing program <input type="checkbox"/>Execution and management of marketing plan -Has recognized accomplishments four items or more in the area of technology succession. <ul style="list-style-type: none"> <input type="checkbox"/>Professional community activities such as academic society and committee <input type="checkbox"/>Publication of a book <input type="checkbox"/>Publication of a paper outside the company <input type="checkbox"/>Publication of a paper within the company <input type="checkbox"/>Invited to speak outside the company <input type="checkbox"/>Instructor within the company <input type="checkbox"/>Filing of a patent application -Has accomplishments in developing subordinates (by mentoring, coaching, etc.) 		

Key Performance Indicator : Marketing

Specialty Field	Sales channel strategy	Level 5
<p>[Contribution to business]</p> <p>●Responsibilities</p> <p>In the area of strategy planning and establishment of optimum sales channel of product, solution, or service that will fit customer needs, acts as a responsible person of sales channel strategy that controls a multiple products group, services group, or specific customer segment size, by leading marketing team members. Has experience in achieving successful results in the completion of investment effects of sales channel strategies, novelty, and customer satisfaction, three times or more (at least one project must meet complexity and size of Level 6 or equivalent, and others can be of Level 5).</p> <p>●Complexity</p> <p>Has experience in achieving successful results in the completion of project that meets two or more of the following complexity criteria.</p> <ul style="list-style-type: none"> <input type="checkbox"/>international marketing (in critical environment from cultural, social, international, and political aspects) <input type="checkbox"/>Complicated competitive relationships environment <input type="checkbox"/>New market <input type="checkbox"/>Market communication that needs complicated strategy and method <input type="checkbox"/>Globally leading-edge marketing <input type="checkbox"/>Highly fluctuating market <input type="checkbox"/>New products group, services group <input type="checkbox"/>Coexistence of customer retention type of marketing and customer development type of marketing methods <input type="checkbox"/>Various customer needs <p>●Size</p> <p>Has experience in achieving successful results in the complication of sales channel marketing management, that meets the following size.</p> <ul style="list-style-type: none"> <input type="checkbox"/>Product or service with top market share within company <input type="checkbox"/>In case of marketing that meets four or more complexity criteria (above), with product or service in the top-10 market share within company <p>[Contribution to professional society]</p> <ul style="list-style-type: none"> -Holds the high specialty in either one or more of the following major themes of this Specialty Field sufficient enough to guide others and contributes to the company. <ul style="list-style-type: none"> <input type="checkbox"/>Analysis of market opportunities <input type="checkbox"/>Research and selection of target market <input type="checkbox"/>Building of marketing strategy <input type="checkbox"/>Planning of marketing program <input type="checkbox"/>Execution and management of marketing plan -Has recognized accomplishments three items or more in the area of technology succession. <ul style="list-style-type: none"> <input type="checkbox"/>Professional community activities such as academic society and committee <input type="checkbox"/>Publication of a book <input type="checkbox"/>Publication of a paper outside the company <input type="checkbox"/>Publication of a paper within the company <input type="checkbox"/>Invited to speak outside the company <input type="checkbox"/>Instructor within the company <input type="checkbox"/>Filing of a patent application -Has accomplishments in developing subordinates (by mentoring, coaching, etc.) 		

Key Performance Indicator : Marketing

Specialty Field	Sales channel strategy	Level 4
<p>[Contribution to business]</p> <p>●Responsibilities</p> <p>In the area of strategy planning and establishment of optimum sales channel of product, solution, or service that will fit customer needs, acts as a leader of sales channel strategy that controls a multiple products group, services group, or specific customer segment size, by leading marketing team members. Has experience in achieving successful results in the completion of investment effects of sales channel strategies, novelty, and customer satisfaction, three times or more (equivalent to complexity and size of Level 4).</p> <p>●Complexity</p> <p>Has experience in achieving successful results in the completion of project that meets two or more of the following complexity criteria.</p> <ul style="list-style-type: none"> <input type="checkbox"/>international marketing (in critical environment from cultural, social, international, and political aspects) <input type="checkbox"/>Complicated competitive relationships environment <input type="checkbox"/>New market <input type="checkbox"/>Market communication that needs complicated strategy and method <input type="checkbox"/>Globally leading-edge marketing <input type="checkbox"/>Highly fluctuating market <input type="checkbox"/>New products group, services group <input type="checkbox"/>Coexistence of customer retention type of marketing and customer development type of marketing methods <input type="checkbox"/>Various customer needs <p>●Size</p> <p>Has experience in achieving successful results in the complication of sales channel marketing management, that meets the following size.</p> <p>Not specified.</p> <p>[Contribution to professional society]</p> <ul style="list-style-type: none"> -Holds the high specialty in either one or more of the following major themes of this Specialty Field and guides subordinates. <ul style="list-style-type: none"> <input type="checkbox"/>Analysis of market opportunities <input type="checkbox"/>Research and selection of target market <input type="checkbox"/>Building of marketing strategy <input type="checkbox"/>Planning of marketing program <input type="checkbox"/>Execution and management of marketing plan -Has recognized accomplishments one item or more in the area of technology succession. <ul style="list-style-type: none"> <input type="checkbox"/>Professional community activities such as academic society and committee <input type="checkbox"/>Publication of a book <input type="checkbox"/>Publication of a paper outside the company <input type="checkbox"/>Publication of a paper within the company <input type="checkbox"/>Invited to speak outside the company <input type="checkbox"/>Instructor within the company <input type="checkbox"/>Filing of a patent application - Has accomplishments in developing subordinates (by mentoring, coaching, etc.) 		

Key Performance Indicator : Marketing

Specialty Field	Market communication	Level 6
<p>[Contribution to business]</p> <p>●Responsibilities</p> <p>In the area of promotion strategy planning of enhancement of the company profile, and demand boosting on product or solutions, acts as a responsible person of marketing communication about a multiple products group, services group, or specific customer segment size, by leading marketing team members. Has experience in achieving successful results in the completion of investment effects of sales promotion strategies, novelty, and customer satisfaction, three times or more (at least one experience project must meet complexity and size of Level 6 or equivalent, and others can be of Level 5).</p> <p>●Complexity</p> <p>Has experience in achieving successful results in the completion of project that meets two or more of the following complexity criteria.</p> <p><input type="checkbox"/>international marketing (in critical environment from cultural, social, international, and political aspects) <input type="checkbox"/>Globally leading-edge marketing</p> <p><input type="checkbox"/>Complicated competitive relationships environment <input type="checkbox"/>Highly fluctuating market <input type="checkbox"/>Various customer needs</p> <p><input type="checkbox"/>New market <input type="checkbox"/>New products group, services group <input type="checkbox"/>Coexistence of customer retention type of marketing and customer development type of marketing methods</p> <p><input type="checkbox"/>Market communication that needs complicated strategy and method</p> <p>●Size</p> <p>Has experience in achieving successful results in the complication of promotion, that meets the following size.</p> <p><input type="checkbox"/>Product or service in the top-10 market share</p> <p><input type="checkbox"/>In case of marketing that meets four or more complexity criteria (above), with product or service with top market share within company</p> <p>[Contribution to professional society]</p> <p>-Holds the high specialty in either one or more of the following major themes of this Specialty Field sufficient enough to guide others and contributes to the industry.</p> <p><input type="checkbox"/>Analysis of market opportunities <input type="checkbox"/>Research and selection of target market <input type="checkbox"/>Building of marketing strategy</p> <p><input type="checkbox"/>Planning of marketing program <input type="checkbox"/>Execution and management of marketing plan</p> <p>-Has recognized accomplishments four items or more in the area of technology succession.</p> <p><input type="checkbox"/>Professional community activities such as academic society and committee <input type="checkbox"/>Publication of a book <input type="checkbox"/>Publication of a paper outside the company</p> <p><input type="checkbox"/>Publication of a paper within the company <input type="checkbox"/>Invited to speak outside the company <input type="checkbox"/>Instructor within the company <input type="checkbox"/>Filing of a patent application</p> <p>-Has accomplishments in developing subordinates (by mentoring, coaching, etc.)</p>		

Key Performance Indicator : Marketing

Specialty Field	Market communication	Level 5
<p>[Contribution to business]</p> <p>●Responsibilities</p> <p>In the area of promotion strategy planning of enhancement of the company profile, and demand boosting on products or solutions, acts as a responsible person of marketing communication about a multiple products group, services group, or specific customer segment size, by leading marketing team members. Has experience in achieving successful results in the completion of investment effects of sales promotion strategies, novelty, and customer satisfaction, three times or more (at least one experience project must meet complexity and size of Level 5 or equivalent, and others can be of Level 4).</p> <p>●Complexity</p> <p>Has experience in achieving successful results in the completion of project that meets two or more of the following complexity criteria.</p> <ul style="list-style-type: none"> <input type="checkbox"/>international marketing (in critical environment from cultural, social, international, and political aspects) <input type="checkbox"/>Complicated competitive relationships environment <input type="checkbox"/>New market <input type="checkbox"/>Market communication that needs complicated strategy and method <input type="checkbox"/>Globally leading-edge marketing <input type="checkbox"/>Highly fluctuating market <input type="checkbox"/>New products group, services group <input type="checkbox"/>Coexistence of customer retention type of marketing and customer development type of marketing methods <input type="checkbox"/>Various customer needs <p>●Size</p> <p>Has experience in achieving successful results in the complication of promotion, that meets the following size.</p> <ul style="list-style-type: none"> <input type="checkbox"/>Product or service with top market share within company <input type="checkbox"/>In case of marketing that meets four or more complexity criteria (above), with product or service in the top-10 market share within company <p>[Contribution to professional society]</p> <ul style="list-style-type: none"> -Holds the high specialty in either one or more of the following major themes of this Specialty Field sufficient enough to guide others and contributes to the company. <ul style="list-style-type: none"> <input type="checkbox"/>Analysis of market opportunities <input type="checkbox"/>Research and selection of target market <input type="checkbox"/>Building of marketing strategy <input type="checkbox"/>Planning of marketing program <input type="checkbox"/>Execution and management of marketing plan -Has recognized accomplishments three items or more in the area of technology succession. <ul style="list-style-type: none"> <input type="checkbox"/>Professional community activities such as academic society and committee <input type="checkbox"/>Publication of a book <input type="checkbox"/>Publication of a paper outside the company <input type="checkbox"/>Publication of a paper within the company <input type="checkbox"/>Invited to speak outside the company <input type="checkbox"/>Instructor within the company <input type="checkbox"/>Filing of a patent application -Has accomplishments in developing subordinates (by mentoring, coaching, etc.) 		

Key Performance Indicator : Marketing

Specialty Field	Market communication	Level 4
<p>[Contribution to business]</p> <p>●Responsibilities</p> <p>In the area of promotion strategy planning of enhancement of the company profile, and demand boosting on products or solutions, acts as a leader of marketing communication about a multiple products group, services group, or specific customer segment size, by leading marketing team members. Has experience in achieving successful results in the completion of investment effects of sales promotion strategies, novelty, and customer satisfaction, three times or more (equivalent to complexity and size of Level 4).</p> <p>●Complexity</p> <p>Has experience in achieving successful results in the completion of project that meets two or more of the following complexity criteria.</p> <ul style="list-style-type: none"> <input type="checkbox"/>international marketing (in critical environment from cultural, social, international, and political aspects) <input type="checkbox"/>Complicated competitive relationships environment <input type="checkbox"/>New market <input type="checkbox"/>Market communication that needs complicated strategy and method <input type="checkbox"/>Globally leading-edge marketing <input type="checkbox"/>Highly fluctuating market <input type="checkbox"/>New products group, services group <input type="checkbox"/>Coexistence of customer retention type of marketing and customer development type of marketing methods <input type="checkbox"/>Various customer needs <p>●Size</p> <p>Has experience in achieving successful results in the complication of promotion, that meets the following size.</p> <ul style="list-style-type: none"> <input type="checkbox"/>product or service in the top-10 market share within company <p>[Contribution to professional society]</p> <p>-Holds the high specialty in either one or more of the following major themes of this Specialty Field and guides subordinates.</p> <ul style="list-style-type: none"> <input type="checkbox"/>Analysis of market opportunities <input type="checkbox"/>Research and selection of target market <input type="checkbox"/>Building of marketing strategy <input type="checkbox"/>Planning of marketing program <input type="checkbox"/>Execution and management of marketing plan <p>-Has recognized accomplishments one item or more in the area of technology succession.</p> <ul style="list-style-type: none"> <input type="checkbox"/>Professional community activities such as academic society and committee <input type="checkbox"/>Publication of a book <input type="checkbox"/>Publication of a paper outside the company <input type="checkbox"/>Publication of a paper within the company <input type="checkbox"/>Invited to speak outside the company <input type="checkbox"/>Instructor within the company <input type="checkbox"/>Filing of a patent application <p>- Has accomplishments in developing subordinates (by mentoring, coaching, etc.)</p>		

Key Performance Indicator : Marketing

Specialty Field	Market communication	Level 3
<p>[Contribution to business]</p> <p>●Responsibilities</p> <p>In the area of promotion strategy planning of enhancement of the company profile, and demand boosting on products or solutions, acts as a member of marketing communication about a multiple products group, services group, or specific customer segment size, Has experience in achieving successful results as planned in the completion of investment effects of sales promotion strategies, novelty, and customer satisfaction, once or more.</p> <p>●Complexity</p> <p>Has experience in achieving results in the completion of marketing that meets either one of following complexity criteria.</p> <ul style="list-style-type: none"> <input type="checkbox"/>international marketing (in critical environment from cultural, social, international, and political aspects) <input type="checkbox"/>Globally leading-edge marketing <input type="checkbox"/>Complicated competitive relationships environment <input type="checkbox"/>Highly fluctuating market <input type="checkbox"/>Various customer needs <input type="checkbox"/>New market <input type="checkbox"/>New products group, services group <input type="checkbox"/>Coexistence of customer retention type of marketing and customer development type of marketing methods <input type="checkbox"/>Market communication that needs complicated strategy and method <p>●Size</p> <p>Has experience in achieving successful results in the complication of promotion, that meets the following size.</p> <p>Not specified.</p> <p>[Contribution to professional society]</p> <p>-Holds the specialty in either one or more of the following major themes of this Specialty Field and practices by him/herself.</p> <ul style="list-style-type: none"> <input type="checkbox"/>Analysis of market opportunities <input type="checkbox"/>Research and selection of target market <input type="checkbox"/>Building of marketing strategy <input type="checkbox"/>Planning of marketing program <input type="checkbox"/>Execution and management of marketing plan 		

This document refers to PMBOK® terms.

"PMBOK" is a trademark of PMI® registered in the U.S. and other nations.