

**Specification of Competency Standards**  
**for the Information & Communications Technology Industry**  
**Unit of Competency**

Functional Area - Marketing Management

Title	Formulate digital marketing objectives
Code	108031L5
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners entrusted with defining digital marketing objectives. To fulfil the organisation's business objectives, digital marketing objectives need to be aligned with them and the overall marketing goals. The digital marketing objectives will guide the implementation, hence KPIs (Key Performance Indicators) and measurements need to be defined.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for formulating digital marketing objectives</p> <ul style="list-style-type: none"> <li>• Possess good project management skills and analytic skills</li> <li>• Possess good communication skills that can perform presentations at management level</li> <li>• Possess extensive and in-depth knowledge of various digital marketing technologies</li> <li>• Possess in depth knowledge analysis methodologies and tools such as SWOT (Strengths, Weaknesses, Opportunities and Threats), PESTLE (Political, Economic, Social, Technological, Legal and Environmental), etc.</li> <li>• Possess good knowledge of SMART objective setting technique</li> <li>• Possess good knowledge and application of digital marketing measurement tools, such as: Google analytics, Radian6, etc.</li> </ul> <p>2. Formulate digital marketing objectives</p> <ul style="list-style-type: none"> <li>• Follow the organisation's business objectives and goals</li> <li>• Follow the organisation's overall marketing goals and strategies</li> <li>• Use analysis tools such as SWOT (Strengths, Weaknesses, Opportunities and Threats) to analyse environmental, product, brand and markets factors that affect the success of digital marketing activities and the organisation's business strategy</li> <li>• Formulate digital marketing goals and objectives that meet the following criteria: <ul style="list-style-type: none"> <li>○ Specific</li> <li>○ Measurable</li> <li>○ Achievable</li> <li>○ Relevant</li> <li>○ Timely</li> </ul> </li> <li>• Plan and define measurement model for the objectives by setting Key Performance Indicators (KPIs) for goals and objectives. Also identify targets and set parameters represent success and failure for each KPI</li> <li>• Present and agree objectives with senior management</li> <li>• Regularly review the digital marketing objectives ensuring they are aligned with the organisation's overall business objectives</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Be updated with current digital marketing technologies</li> <li>• Apply industry best practices for developing digital marketing objectives that are aligned with the organisation's business goals</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Comprehend the organisaion's business and overall marketing objectives</li> </ul>

**Specification of Competency Standards**  
**for the Information & Communications Technology Industry**  
**Unit of Competency**

Functional Area - Marketing Management

	<ul style="list-style-type: none"><li>• Define digital marketing objectives that are aligned to the organisation's business and marketing objectives</li><li>• Define measurable model with measurable KPI and clearly set parameters that indicate success or failure of the objectives</li></ul>
Remark	