

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

Functional Area - Marketing Management

Title	Develop an analytic mindset for digital marketing
Code	108051L2
Description	This unit of competency applies to all digital marketing practitioners who are involved with digital marketing projects. The most significant culture shift today for marketing teams is adopting an analytical marketing approach. Hence, it is essential that practitioners, in the age of big data, understand the information which will help them achieve their objectives. Having analytic mindset is not just about being able to determine success or failure of marketing campaigns, but helps them see how everything plays off each other, and how it help decision making, re-prioritised time and resources etc. This UoC concerns core competence on developing an analytic mindset for digital marketing
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for developing an analytic mindset for digital marketing</p> <ul style="list-style-type: none"> • Possess good literacy skills that can read various technical manuals, work instructions, work procedures, organisational guidelines and procedure, etc. • Possess basic knowledge of data security • Possess basic knowledge of the organisation's guidelines for staff development • Possess basic knowledge of digital marketing <p>2. Develop an analytic mindset for digital marketing</p> <ul style="list-style-type: none"> • Understand the meaning of analytics and relationship of data, information, and intelligence • Understand marketing analytics that is the measurement and optimisation of the marketing activities • Appreciate the importance of analytic to the organisation and self, For example: <ul style="list-style-type: none"> ○ Be competitive, adaptable, and capable of risk prediction ○ Ensuring Return on Investment (ROI) and probability in marketing campaigns ○ Digital media and many other organisations are seeing the business and talent-related benefits of Big Data ○ Organisations need for analytical skills and are including these in hiring policies ○ A skill that is needed to determine or evaluate how tasks are completed or failed and seek optimisation methods ○ A skill that is a prerequisite for career growth • Apply the learnt analytic skills to assist digital marketing activities of the organisation • Proactively learning analytics: <ul style="list-style-type: none"> ○ Proactively participate in the organised training sessions offered by the organisation ○ Work and learn analytic techniques during marking activities and ask superior to help with learning reasons for selection of analytic tools for different marketing activities ○ Read industry best practices • Apply and practice analytics in work even if not totally related to marketing activities. For example: <ul style="list-style-type: none"> ○ Define and understand objectives of tasks ○ Define targets for task ○ Collect statistics or data during the execution of the task

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	<ul style="list-style-type: none"> ○ Evaluate and review the tasks to determine if objectives and goal are meet, how it can be performed better next time <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Have the learning attitude and wants to deliver the best results for assigned tasks • Always look for methods to improve and willing to explore using right tools to assist with the improvement of tasks
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Understand why analytics is important to the organisation and self • Identify route of learning analytics at work place • Apply analytic skills to assist digital marketing
Remark	