

Key Purpose

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Key Competency Areas

These standards cover the full range of functions carried out by marketing professionals. They are aimed at those employed directly by an organisation or who work for an agency or consultancy in areas such as marketing management, market research, advertising and public relations. There are six key areas within the Marketing NOS Functional Map, as follows.

A. Developing customer and market insights

B. Providing a marketing direction

C. Developing and managing brands

D. Developing and implementing marketing plans

E. Supporting and managing products and services

F. Managing marketing activities and performance

These Competency Areas are expanded by Key Functions defined by NOS:

Key Competency Areas	Key Functions defined by NOS
A. Developing customer and market insights	INSMAR001 - Design and plan marketing research INSMAR002 – Collect and analyse marketing research data INSMAR003 – Interpret and present marketing research findings INSMAR004 – Develop, implement and evaluate a customer insight strategy INSMAR005 – Develop and maintain marketing information systems INSMAR006 – Plan, obtain and evaluate stakeholder feedback
B. Providing a marketing direction	INSMAR007 - Develop a customer-focused organisation INSMAR008 – Ensure marketing activities comply with legal, regulatory and ethical requirements, and organisational values INSMAR009 – Assess market opportunities and develop a business case INSMAR010 - Create or evolve a marketing strategy for an organisation
C. Developing and managing brands	INSMAR011 - Develop brand strategy INSMAR012 – Manage brand identity and corporate reputation
D. Developing and implementing marketing plans	INSMAR013 - Develop and implement organisational marketing plans INSMAR014 - Identify market segments
E. Supporting and managing products and services	INSMAR015 - Develop new products or services INSMAR016 - Develop and implement pricing policy INSMAR017 – Identify distribution channels INSMAR018 – Manage the products or services portfolio to maintain competitiveness
F. Managing marketing activities and performance	INSMAR019 - Develop strategies and plans for marketing campaigns and activities INSMAR020 - Develop and implement marketing campaigns and activities INSMAR021 - Forecast, review and evaluate performance of marketing activities