

International Marketing Competencies

January 2023



Executive Summary

As national institutes for marketing in our various countries, we, as EMC, strive to maintain and deliver a professional image for the profession of marketing, and we tend to do this through a combination of Events, Membership, Voice and Content.

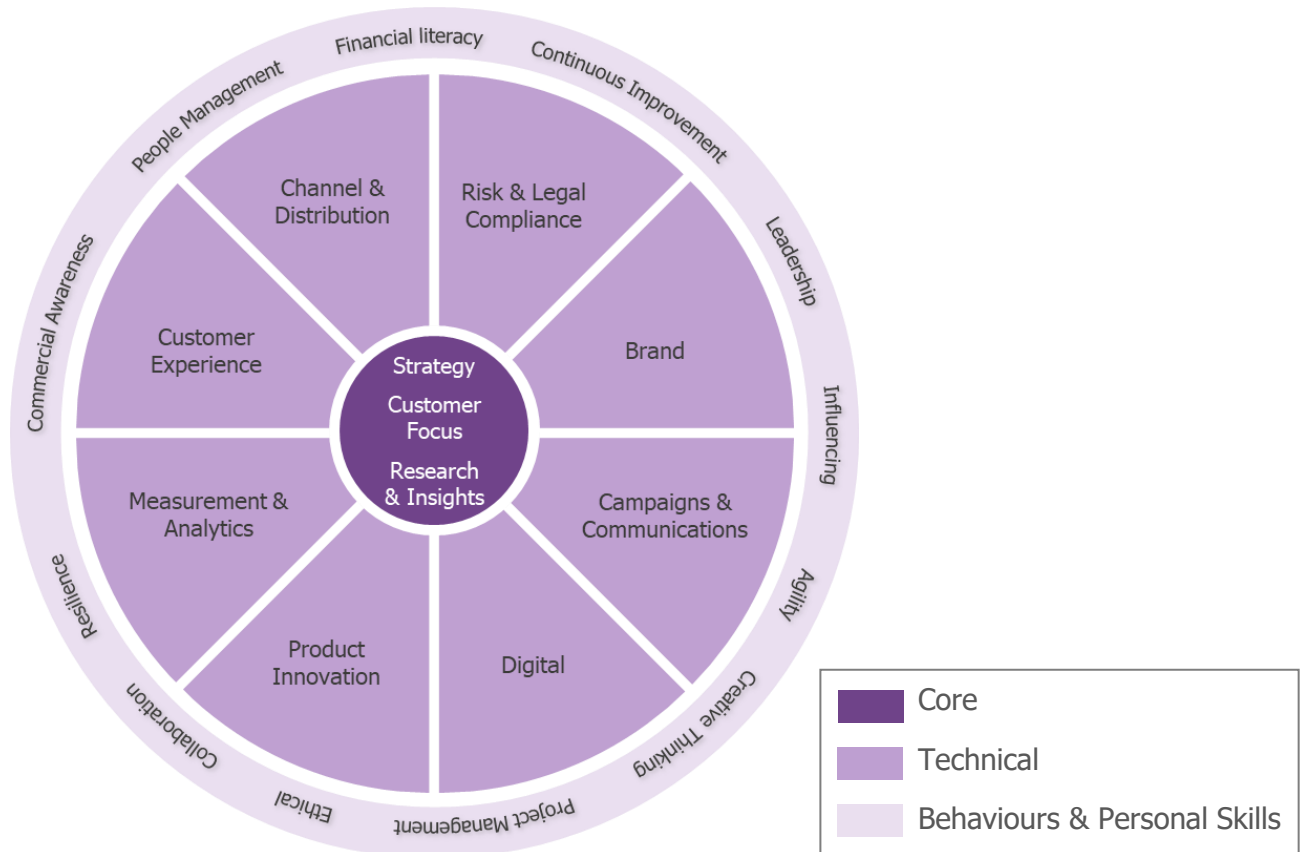
A proposed framework of marketing knowledge, skills and competencies has been compiled, and these draft set of International Marketing Competencies (IMC) were shared at various EMC Board meetings during 2021, with feedback and final endorsement being approved in February 2022.

The intention is that these competencies should stand alongside the standards of the various national bodies that already exist, and act as an additional element of support to members of those national bodies in helping to promote their levels of commitment to lifelong development and provide additional differentiation from non-members.

In going forwards, these should be reviewed on an annual basis to ensure that they remain relevant to the appropriate marketing challenges of the day, and so, at the EMC's October Forum, a discussion will be had to review and suggest potential updates.



International Marketing Competencies



Structure

Core, Technical and Behavioural sections

Top level categories only

- These are not broken down to a capability level as this level of detail would prevent the flexibility required to maintain relevance internationally.
- There are also no proficiency-level breakdowns, again to maintain flexible application, and to reflect that some technical areas have progressed differently in different countries.

International Marketing Competencies – Key words

The tables below give further detail on what each competency covers. These lists are not exhaustive but provide an indication of the main roles and activities associated to aid understanding or help complete mapping activities.

Research & Insights	Strategy	Customer Focus
Marketing information	Segmentation	Customer knowledge
Research methods	Marketing audit	Internal marketing
Interpreting data	Product development	Complaints
Agency selection	Customer acquisition	Customer needs
Research process	Customer retention	Internal communication
Data sources	Competitor analysis	Organizational values
Bias	Market development	Social media policy
Customer feedback	Financial analysis	Cross-functional collaboration
Forecasting	Planning	Stakeholder relationships
Applying insight	Market share	Change management
Primary research	Customer behavior	Customer orientation
Qualitative data	Marketing objectives	Customer-focused processes
Quantitative data	Digital strategy	Organizational culture
Recommending information improvements	Growth strategies	
	Evaluation of strategies	
	Selection of strategies	
	Positioning	

Brand
Brand strategy
Brand guidelines
Brand metrics
Brand positioning
Brand values
Brand advocacy
Brand communications
Tone of voice
Brand planning
Brand characteristics
Brand essence
Brand tracking
Brand dashboard

Risk and Legal Compliance
Environmental policies
Ethics
Reputation
Triple bottom line
Corporate identity
Data protection
Regulatory constraints
Legislation
Corporate governance
Product safety
Social responsibility
Risk management
Compliance

Campaigns & Communications
Promotional tools
Communications planning
Communications objectives
Media
Media planning
Integrated communication
Media evaluation
Communications budgets
Communications agencies
Campaign execution
Communications mix
Advertising
PR
Sales promotion
Personal selling
Direct marketing

Digital
Digital marketing audit
Online behavior
Digital advertising
Multichannel marketing
Social media
Digital capability
Digital disruption
Data security
Digital channels
Digital strategy
Digital analytics
Digital control methods
Integrating digital and traditional techniques
Artificial Intelligence (AI)

Product Innovation
Product development
Product management
Pricing strategy
Innovation
Product life cycle
NPD process
Differentiation
Value proposition
Value proposition characteristics

Channel & Distribution
Global distribution
Distribution
Channel strategy
Channel partners
Online distribution
Franchising
Channel performance
Channel conflict
Push strategy

Customer Experience
Customer experience
Customer satisfaction
Customer expectation
Customer journey
Service characteristics
Customer loyalty
Journey mapping
Relationship marketing
Moments of truth
Service standards
Service quality
Customer service

Measurement & Analytics
Types of metric
Financial measurements
Market analysis
Social media monitoring
Social listening
Social media objectives
Scorecards
Dashboards
Analytics
Identifying improvements
Monitoring marketing performance
Monitoring marketing performance
Measuring marketing performance
Measuring marketing performance
Online reputation management
Online reputation management