



# MARKETING MANAGEMENT CERTIFICATION CRITERIA

SKILL	DEFINITION	EVIDENCE EXAMPLE	LEVEL 1 – BASIC	LEVEL 2 – ADVANCED	LEVEL 3 – EXPERT
<b>MARKET INSIGHTS</b>					
Evidence of ability to conduct a competitive analysis	<p>A competitive analysis should include evidence of...</p> <ul style="list-style-type: none"> <li>Ability to analyze opportunities and threats associated with direct and/or indirect competitors.</li> <li>Ability to synthesize opportunities and threats to guide increasingly complex decisions.</li> </ul>	Submit an example of a competitor analysis conducted for an assignment in school.	Demonstrates basic knowledge of how to analyze direct competitors within the same region using primarily secondary research. The evidence provides a base-level analysis contributing to identifying tactical marketing opportunities and threats.	Demonstrates advanced knowledge of how to analyze direct and indirect competitors through synthesizing both primary and secondary research. The analysis contributes to identifying strategic opportunities and threats, as well as providing direct marketing recommendations.	Demonstrates expert knowledge of how to analyze direct and indirect competitors through synthesizing both primary and secondary research. The analysis contributes to identifying strategic opportunities and threats, as well as providing detailed system-level recommendations.
Evidence of ability to conduct an environmental scan	<p>An environmental scan should include evidence of...</p> <ul style="list-style-type: none"> <li>Tracking both current and emerging trends</li> <li>Internal and external environment analysis</li> <li>Ability to synthesize trends to guide increasingly complex decisions.</li> </ul>	Submit an example of an environmental scan conducted for your employer.	Demonstrates basic knowledge in identifying and analyzing trends within their region that could impact their product, or service. The analysis contributes to identifying tactical marketing opportunities and threats.	Demonstrates advanced knowledge in identifying and analyzing trends using both primary and secondary research. Identifies national and local trends that could impact their business, product, or service. Identifies strategic opportunities and threats. Offers direct marketing recommendations.	Demonstrates expert knowledge in identifying and analyzing trends using both primary and secondary research. Identifies global, national, and local trends that could impact their business, product, or service. Analysis identifies strategic opportunities and threats. Offers detailed system-level recommendations.
Evidence of ability to conduct secondary market research	<p>Secondary market research should include evidence of...</p> <ul style="list-style-type: none"> <li>Ability to identify credible research, reports, and data collected by a third party.</li> <li>Ability to synthesize multiple credible sources to guide</li> </ul>	Submit an example of secondary research completed to support a strategy recommendation.	Demonstrates basic knowledge in the application of secondary research. Evidence includes multiple sources of varying degrees of credibility.	Demonstrates advanced knowledge in the application of secondary research. All sources are credible, and the candidate synthesizes the research to guide strategic-level marketing decisions.	Demonstrates expert knowledge in the application of secondary research. All sources are credible and include manipulation of secondary qualitative or quantitative data. The candidate synthesizes the research to guide system-level decisions.



	increasingly complex decisions.				
Evidence of ability to synthesize diverse evidence to guide decisions	<p>Ability to synthesize diverse evidence, including secondary and/or primary data, to guide increasingly complex decisions. Synthesizing diverse evidence to guide decisions should include evidence of...</p> <ul style="list-style-type: none"> <li>• Ability to identify credible forms or evidence</li> <li>• Ability to analyze primary and/or secondary data sources.</li> <li>• Ability to synthesize data to guide increasingly complex decisions.</li> </ul>	Submit an example of how using evidence supported a business plan for a client.	Demonstrates basic knowledge and ability to synthesize diverse forms of secondary research to guide tactical marketing decisions.	Demonstrates advanced knowledge and ability to synthesize diverse forms of primary and secondary research to guide strategic-level marketing decisions.	Demonstrates expert knowledge and ability to synthesize diverse forms of primary and secondary research to guide system-level decisions.
Evidence of currency in a variety of digital marketing analytic tools, such as:	<p>Understanding and using marketing analytic tools should include evidence of...</p> <ul style="list-style-type: none"> <li>• Ability to define, measure, manage, and analyze key performance indicators.</li> <li>• Ability to synthesize KPIs to guide increasingly complex decisions.</li> </ul>	Submit an example of using social media analytics to determine which posts were the most successful in a campaign.	Demonstrates basic knowledge and application of four marketing analytic tools. This includes a basic ability to define, measure, manage, and analyze key performance indicators to guide tactical marketing decisions.	Demonstrates advanced knowledge and application of four marketing analytic tools. This includes an advanced ability to define, measure, manage, and analyze key performance indicators to guide strategic-level marketing decisions.	Demonstrates expert knowledge and application of four marketing analytic tools. This includes an expert ability to define, measure, manage, and analyze key performance indicators to guide system-level decisions.
Google	Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic.				
Facebook	Facebook Analytics is a built-in tool that tracks and measures all social content performances over time.				



Instagram	Instagram Analytics is a built-in tool that provides information on the performance, engagement, and patterns of posts and accounts as a whole.				
Twitter	Twitter Analytics is a built-in tool that provides information on the performance, engagement, and patterns of tweets and accounts as a whole.				
YouTube	YouTube Analytics allows users to understand their video and channel performances with key metrics and reports through YouTube Studio.				
LinkedIn	LinkedIn incorporates a selection of metrics that capture the performance of LinkedIn Company pages, including followers, clicks, shares, and comments.				
Snapchat	Snapchat Analytics tracks and optimizes account metrics, including detailed look at story views, frequency of users viewing stories, and how many viewers as a whole.				
TikTok	TikTok Analytics tool is an in-app feature that measures video viewers, followers, and other important data that influence how popular the profile is.				
<b>AUDIENCE INSIGHTS</b>					



<p>Evidence of ability to conduct customer/audience journey mapping</p>	<p>Conducting customer/audience journey mapping should include evidence of...</p> <ul style="list-style-type: none"> <li>• Ability to analyze all potential journey phases.</li> <li>• Ability to identify touchpoints, highlights, pain points, and opportunities.</li> <li>• Ability to synthesize relevance to marketing campaigns to guide increasingly complex decisions.</li> </ul>	<p>Submit an example of a journey map developed for your employer.</p>	<p>Demonstrates basic knowledge and application of the customer journey to guide tactical marketing decisions.</p>	<p>Demonstrates advanced knowledge and application of the customer journey to guide strategic marketing decisions.</p>	<p>Demonstrates expert knowledge and application of the customer journey to guide system-level marketing decisions.</p>
<p>Evidence of ability to conduct audience segmentation</p>	<p>Conducting audience segmentation should include evidence of...</p> <ul style="list-style-type: none"> <li>• Ability to identify demographics, behaviouralistics, psychographics, and geographics.</li> <li>• Ability to synthesize relevance to marketing campaigns to guide increasingly complex decisions.</li> </ul>	<p>Submit an example of a segmentation model developed for a client in the travel industry.</p>	<p>Demonstrates basic knowledge of audience segmentation. Evidence demonstrates an ability to develop segmentation using observable variables (e.g., geographics, demographics, behaviouralistics). The analysis contributes to tactical marketing decisions.</p>	<p>Demonstrates advanced knowledge of audience segmentation. Evidence demonstrates an ability to model the interaction of observable variables (e.g., geographics, demographics, behaviouralistics). with attitudinal variables, including psychographics. The analysis contributes towards marketing recommendations.</p>	<p>Demonstrates expert knowledge of audience segmentation. Evidence demonstrates an ability to model the complex interaction of observable variables (e.g., geographics, demographics, behaviouralistics). with attitudinal variables, including psychographics. This modeling is based on the statistical analysis of audience data. The analysis contributes to system-level recommendations.</p>
<p>Evidence of ability to develop customer personas</p>	<p>Developing customer personas should include evidence of...</p> <ul style="list-style-type: none"> <li>• Ability to identify demographics, behaviouralistics, psychographics, and geographics.</li> <li>• Ability to determine lifestyles and workstyles with personality profiles, including potential</li> </ul>	<p>Submit an example of a customer persona developed for a school assignment.</p>	<p>Demonstrates basic knowledge and the application of customer personas in a marketing context. Creates generic personas that incorporate a combination of demographics, geographics, and behaviouralistics. The personas contribute to tactical marketing decisions.</p>	<p>Demonstrates advanced knowledge and the application of customer personas in a marketing context. Creates detailed personas incorporating a combination of demographics, geographics, behaviouralistics, and psychographics. Persona includes lifestyle, workstyle, pain points, and goals. The personas guide marketing decisions.</p>	<p>Demonstrates expert knowledge and the application of customer personas in a marketing context. Creates an increasingly detailed persona incorporating a combination of demographics, geographics, behaviouralistics, psychographics. Persona includes lifestyle and workstyle, goals, and pain points. The personas guide system-level decisions.</p>



	<p>goals and pain points.</p> <ul style="list-style-type: none"> <li>Ability to synthesize relevance to marketing campaigns to guide increasingly complex decisions.</li> </ul>				
<b>MARKETING MANAGEMENT</b>					
Evidence of ability to develop product/service roadmap	<p>Developing a product/service roadmap should include evidence of...</p> <ul style="list-style-type: none"> <li>Ability to identify the product/service vision.</li> <li>Ability to develop a practical marketing strategy that includes relevant tactics, goals, and timeline.</li> </ul>	Submit an example of a roadmap developed for a client looking to expand their brand.	Demonstrates basic knowledge and application of a product/service roadmap. Identifies a tactical marketing strategy to run within a short timeline.	Demonstrates advanced knowledge and application of a product/service roadmap. Identifies national and local marketing strategies with coinciding tactics that support the product/service vision. Offers a detailed timeline.	Demonstrates expert knowledge and application of a product/service roadmap. Identifies global, national, and local marketing strategies with coinciding tactics that support the product/service vision. Offers a detailed timeline that includes goals and hurdles to guide system-level decisions.
Evidence of ability to manage marketing projects	<p>Managing marketing projects should include evidence of...</p> <ul style="list-style-type: none"> <li>Ability to identify the project plan, goals, and execution.</li> <li>Performance tracking through analyzing KPIs and metrics.</li> <li>Creating and following a project budget.</li> </ul>	Submit an example of a marketing project run to raise awareness of an upcoming promotion for your employer.	Demonstrates basic knowledge of what is involved in managing a small, local marketing project. This includes identifying goals, a timeline, and potential budget.	Demonstrates advanced knowledge of what is involved in managing a national or local marketing project. This includes a structured timeline with goals and a reasonable budget. Detailed KPIs and metrics analysis.	Demonstrates expert knowledge of what is involved in managing a global, national, or local marketing project. Structured timeline including goals and a specific budget. Detailed KPIs and metrics analysis with key takeaways.
Evidence of ability to develop a pricing strategy	<p>Developing a pricing strategy should include evidence of...</p> <ul style="list-style-type: none"> <li>Ability to analyze relevant primary/secondary research to support strategy</li> <li>Ability to identify all customer segments,</li> </ul>	Submit an example of a pricing strategy developed for your freelancing business.	Demonstrates basic knowledge of the local market and direct competitors to offer tactical marketing decisions within the strategy.	Demonstrates advanced knowledge of the national and local markets, including direct and indirect competitors. Includes the use of secondary research to support strategic marketing decisions.	Demonstrates expert knowledge of the global, national, and local markets, including direct and indirect competitors. Includes use of primary/secondary research to support strategy and system-level decisions that include distribution costs.



	direct and indirect competitors, and an internal and external environmental analysis				
Evidence of ability to develop a marketing budget	<p>Developing a marketing budget should include evidence of...</p> <ul style="list-style-type: none"> <li>Ability to identify costs related to advertising, materials and/or supplies, marketing staff, software, and content creation.</li> </ul>	Submit an example of a marketing budget created to maximize reach on a social media campaign.	Demonstrates basic knowledge of the components of a marketing budget. Budget is simple and reasonable.	Demonstrates advanced knowledge of the components of a marketing budget. Budget is detailed and accurate. Identifies which forms of advertising are needed, the cost, and the best cost option for materials required.	Demonstrates expert knowledge of the components of a marketing budget. Budget is detailed and accurate. Identifies all routes of advertising, the cost, the best cost options for materials required, marketing staff, and software. Includes content creation guidelines.
Evidence of ability to measure return on marketing investment	<p>Measuring a return on marketing investment should include evidence of...</p> <ul style="list-style-type: none"> <li>Ability to conduct a financial analysis, including break-even calculations.</li> <li>Ability to synthesize marketing analytics and campaign cycle time.</li> </ul>	Submit an example of an ROI investment analysis done for your employer.	Demonstrates basic knowledge of how to measure the success of a marketing investment. Identifies a break-even point.	Demonstrates advanced knowledge of how to measure the success of a marketing investment. Conducts a full financial analysis to offer strategic marketing recommendations.	Demonstrates an expert knowledge of how to measure the success of a marketing investment. Conducts full financial analysis that is represented through visualization tools. Identifies the cycle time for a marketing investment and offers system-level recommendations.
Evidence of ability to develop and manage marketing metrics and analytics	<p>Developing and managing marketing metrics and analytics should include evidence of...</p> <ul style="list-style-type: none"> <li>Ability to interpret analytic programs that include reach, engagement levels, conversion rate by channel, click-rate, and customer lifetime value (CLV).</li> <li>Identifies the ROI and marketing goals.</li> </ul>	Submit an example of how marketing metrics and analytics were used and a description of what they mean to the client.	Demonstrates basic knowledge of the role metrics and analytics play in a successful marketing campaign. Identifies engagement levels within the local area through analytic programs.	Demonstrates advanced knowledge of the role metrics and analytics play in a successful marketing campaign. Identifies national and local engagement levels and reach through analytic programs. Identifies which channels are most effective to achieve goals and result in a stronger ROI. Offers direct marketing recommendations.	Demonstrates expert knowledge of the role metrics and analytics play in a successful marketing campaign. Identifies global, national, and local engagement levels and reach through analytic programs. Identifies which channels are most effective to achieve marketing goals, increase click-rates, and result in a stronger ROI. Offers system-level recommendations.
Knowledge and application of marketing ethics	Knowledge and application of marketing ethics should include evidence of...	Submit an example of a social media contest where participants were given all the terms and	Demonstrates basic knowledge and application that ethics have in a marketing context.	Demonstrates advanced knowledge and application that ethics have in a marketing context. Identifies	Demonstrates an expert knowledge and application that ethics have in a marketing context.



	<ul style="list-style-type: none"> <li>• Transparency of practices</li> <li>• Protection of customer data and privacy</li> <li>• Inclusivity</li> </ul>	conditions when they entered.		how the customer data and privacy are protected. Offers strategic marketing recommendations to increase inclusivity.	Identifies how the customer data and privacy are protected. Offers system-level recommendations to increase inclusivity while retaining a customer focus.
<b>MARKETING COMMUNICATIONS</b>					
Evidence of ability to develop brand strategy	<p>Developing a brand strategy should include evidence of...</p> <ul style="list-style-type: none"> <li>• The ability to formulate a clear and creative strategy to connect a brand with a specific identified community, a structured rollout plan and timeline, and estimated budget.</li> <li>• Applied use of audience segment research to inform the development of strategic and tactical plans for a brand.</li> </ul>	Submit an example of a brand strategy developed for a client as a school assignment.	Demonstrates basic understanding of the brand's specific challenges. Strategy includes some creative solutions supported by secondary research but does not incorporate strategic or tactical initiatives that are grounded in specific audience insights.	Demonstrates advanced knowledge of recognizing the brand challenges. Strategy includes creative and inclusive solutions supported by primary and secondary research to combat national and local brand challenges. Brand story is detailed and supported by a structured rollout plan that aligns with specific audience insights.	Demonstrates an expert knowledge of recognizing the brand challenges. Strategy includes creative and inclusive solutions supported by primary and secondary research to combat global, national, and local brand challenges. Brand story is intuitive and supported by a structured rollout plan and timeline that includes a budget and system-level recommendations to help brand growth and to catalyze connection with key audience groups.
Evidence of ability to develop positioning strategy	<p>Developing a positioning strategy should include evidence of...</p> <ul style="list-style-type: none"> <li>• Ability to mobilize findings from a competitor and audience analysis in order to generate brand positioning insight.</li> <li>• The alignment of brand values and strategy with current market conditions to shift brand position in a competitive field.</li> </ul>	Submit an example of your role in assisting your employer change product/service offerings.	Demonstrates basic knowledge of how the brand should be perceived in the mind of customers. Includes analysis of local direct competitors and trends.	Demonstrates advanced knowledge of how the brand should be perceived in the mind of customers. Includes analysis of national and local direct and indirect competitors, trends and occurrences, and customer segments that are supported by secondary research. Offers direct marketing recommendations.	Demonstrates an expert knowledge of how the brand should be perceived in the mind of customers. Includes analysis of global, national, and local direct and indirect competitors, trends and occurrences, and customer segments that are supported by primary and secondary research. Offers system-level recommendations.
<b>OTHER</b>					



<p>Evidence of ability to develop and manage a distribution strategy</p>	<p>Developing and managing a distribution strategy incorporates the method to deliver products and services to customers. This should include evidence of:</p> <ul style="list-style-type: none"> <li>• An ability to develop and optimize a distribution strategy to maximize a sustainable competitive advantage.</li> <li>• An ability to identify, develop and manage a direct and/or indirect distribution channel strategy.</li> <li>• An ability to develop a distribution channel compensation model to maximize a sustainable competitive advantage.</li> </ul>	<p>Submit an example of a distribution strategy developed and supported by evidence for your employer.</p>	<p>Demonstrates basic knowledge of developing and managing a distribution strategy. Includes an analysis of local markets and customer needs that is supported by secondary research.</p>	<p>Demonstrates advanced knowledge of developing and managing a distribution strategy. Includes an analysis of national and local markets and customer needs that is supported by primary and secondary research. Offers direct marketing decisions for the best distribution method.</p>	<p>Demonstrates an expert knowledge of developing and managing a distribution strategy. Includes an analysis of global, national, and local markets and customer needs that is supported by primary and secondary research. Offers system-level recommendations that includes a budget and timelines.</p>
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