



MARKETING MANAGEMENT SELF-ASSESSMENT TEMPLATE

SKILL	DEFINITION	EVIDENCE EXAMPLE	YOUR EVIDENCE	FREQUENCY
MARKET INSIGHTS				
Evidence of ability to conduct a competitive analysis	A competitive analysis should include evidence of... <ul style="list-style-type: none"> • Ability to analyze opportunities and threats associated with direct and/or indirect competitors • Ability to synthesize opportunities and threats to guide increasingly complex decisions 	Submit an example of a competitor analysis conducted for an assignment in school.		
Evidence of ability to conduct an environmental scan	An environmental scan should include evidence of... <ul style="list-style-type: none"> • Tracking both current and emerging trends • Internal and external environment analysis • Ability to synthesize trends to guide increasingly complex decisions 	Submit an example of an environmental scan conducted for your employer.		
Evidence of ability to conduct secondary market research	Secondary market research should include evidence of... <ul style="list-style-type: none"> • Ability to identify credible research, reports, and data collected by a third party • Ability to synthesize multiple credible sources to guide increasingly complex decisions 	Submit an example of secondary research completed to support a strategy recommendation.		
Evidence of ability to synthesize diverse evidence to guide decisions	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...	Submit an example of how using evidence supported a business plan for a client.		



	<ul style="list-style-type: none"> • Ability to identify credible forms of evidence • Ability to analyze primary and/or secondary data sources • Ability to synthesize data to guide increasingly complex 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"> • Ability to define, measure, manage, and analyze key performance indicators (KPIs) • Ability to synthesize KPIs to guide increasingly complex decisions 	Submit an example of using social media analytics to determine which posts were the most successful in a campaign.		
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.			
AUDIENCE INSIGHTS				
Evidence of ability to conduct customer/audience journey mapping	<p>Conducting customer/audience journey mapping should include evidence of...</p> <ul style="list-style-type: none"> • Ability to analyze all potential journey phases • Ability to identify touchpoints, highlights, pain points, and opportunities • Ability to synthesize relevance to marketing campaigns to guide increasingly complex decisions 	Submit an example of a journey map developed for your employer.		
Evidence of ability to conduct audience segmentation	<p>Conducting audience segmentation should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify demographics, behaviouralistics, psychographics, and geographics • Ability to synthesize relevance to marketing campaigns to guide increasingly complex decisions 	Submit an example of a segmentation model developed for a client in the travel industry.		
Evidence of ability to develop customer personas	<p>Developing customer personas should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify demographics, behaviouralistics, 	Submit an example of a customer persona developed for a school assignment.		



	<p>psychographics, and geographics</p> <ul style="list-style-type: none"> • Ability to determine lifestyles and workstyles with personality profiles, including potential goals and pain points • Ability to synthesize relevance to marketing campaigns to guide increasingly complex decisions 			
MARKETING MANAGEMENT				
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"> • Ability to identify the product/ service vision • Ability to develop a practical marketing strategy that includes relevant tactics, goals, and timeline 	Submit an example of a roadmap developed for a client looking to expand their brand.		
Evidence of ability to manage marketing projects	<p>Managing marketing projects should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify the project plan, goals, and execution • Performance tracking through analyzing KPIs and metrics • Creating and following a project budget 	Submit an example of a marketing project run to raise awareness of an upcoming promotion for your employer.		
Evidence of ability to develop a pricing strategy	<p>Developing a pricing strategy should include evidence of...</p> <ul style="list-style-type: none"> • Ability to analyze relevant primary/ secondary research to support strategy • Ability to identify all customer segments, direct and indirect competitors, and an internal and external environmental analysis 	Submit an example of a pricing strategy developed for your freelancing business.		
Evidence of ability to develop	<p>Developing a marketing budget should include evidence of...</p>	Submit an example of a marketing budget created to maximize reach on a		



a marketing budget	<ul style="list-style-type: none"> Ability to identify costs related to advertising, materials and/or supplies, marketing staff, software, and content creation 	social media campaign.		
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"> Ability to conduct a financial analysis, including break-even calculations Ability to synthesize marketing analytics and campaign cycle time 	Submit an example of an ROI investment analysis done for your employer.		
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"> Ability to interpret analytic programs that include reach, engagement levels, conversion rate by channel, click-rate, and customer lifetime value (CLV) Identifies the ROI and marketing goals 	Submit an example of how marketing metrics and analytics were used and a description of what they mean to the client.		
Knowledge and application of marketing ethics	<p>Knowledge and application of marketing ethics should include evidence of...</p> <ul style="list-style-type: none"> Transparency of practices Protection of customer data and privacy Inclusivity 	Submit an example of a social media contest where participants were given all the terms and conditions when they entered.		
MARKETING COMMUNICATIONS				
Evidence of ability to develop brand strategy	<p>Developing a brand strategy should include evidence of...</p> <ul style="list-style-type: none"> 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 Applied use of audience segment research to inform 	Submit an example of a brand strategy developed for a client as a school assignment.		



	the development of strategic and tactical plans for a brand			
Evidence of ability to develop positioning strategy	<p>Developing a positioning strategy should include evidence of...</p> <ul style="list-style-type: none"> • Ability to mobilize findings from a competitor and audience analysis in order to generate brand positioning insight • The alignment of brand values and strategy with current market conditions to shift brand position in a competitive field 	Submit an example of your role in assisting your employer change product/ service offerings.		
OTHER				
Evidence of ability to develop and manage a distribution strategy	<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"> • An ability to develop and optimize a distribution strategy to maximize a sustainable competitive advantage • An ability to identify, develop and manage a direct and/or indirect distribution channel strategy • An ability to develop a distribution channel compensation model to maximize a sustainable competitive advantage 	Submit an example of a distribution strategy developed and supported by evidence for your employer.		