



The Canadian Institute of Marketing
L'Institut Canadien du Marketing

MARKETING STANDARDS

	MARKET RESEARCH AND ANALYSIS		STRATEGY AND PLANNING	
KNOWLEDGE	Understand Markets		Develop Strategy and Tactics	
BUSINESS COMPETENCY	Obtain information about markets. Define intelligence requirements and lead information gathering.	Analyze research to convert data to information and information to knowledge. Develop a detailed knowledge base of the organization and its situational environment	Influence strategy formulation. Promote strong market orientation and influence strategy formation and investment decisions. Positioning: What do we promise to our customers? Is it clear, simple, and do they want it.	Produce marketing plans. Specify and direct marketing planning to produce implementable marketing plans. Marketing Budget (include all expenses: marketing, communications, sales, after sales services etc – national and international)

IMPLEMENTING MARKETING PROGRAMS							
Marketing Communications (MARCOM)		Manage Products and Services	Manage and Set Price	Manage Channels	Client Relations Management (CRM)		Programs and Projects Management
Develop and direct an integrated marketing communication strategy.	Lead and deliver the implementation of MARCOM strategy.	Develop and manage competitive products and services.	Develop and implement competitive pricing policies.	Develop effective channels to market, and provide support to channel members.	Maintain and improve client relationships to build loyalty	Deliver effective client service.	Plan, prepare and manage programs and projects in line with strategic objectives. Manage programs and projects within the framework of regulations and laws of the land.

MEASUREMENT	BRANDS	MANAGING PEOPLE	ETHICS
Monitor and Evaluate the Effectiveness of Marketing	Develop and Manage Brands and Reputation	Managing Marketing Teams	Develop and Promote Ethically-Consistent Practices
Measure the effectiveness of marketing activities and explain success or failure of the activities.	Create effective brands and manage brands and brand reputation	Develop teams and individuals to enhance marketing performance. Work with other functions and disciplines in the organization by promoting cross-functional working linked to brands and integrated marketing activities. Enhance own performance and that of colleagues by implementing continuing education opportunities. Manage organizational change and define and communicate the need for change within sectors of the organization.	Ensure that the organizations activities are ethically responsible and communicate how marketing activities are ethical. Manage the organization's responsibilities to market products and services within the notion of sustainable development.

Reference: Professional Marketing Standards Framework by the Chartered Institute of Marketing UK