

DACUM Research Chart for Marketing Professional

DACUM Panel

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Duties		← Tasks →				
A	Assess Marketing Needs	A-1 Analyze market demographics (e.g., geographic, industries)		A-2 Analyze market competition	A-3 Survey prospective clients	A-4 Survey existing clients
		B-1 Select strategic partners and/or planning committee	B-2 Develop vision/mission statements	B-3 Set marketing goals	B-4 Set goal achievement measurements	B-5 Select marketing strategies
B	Develop Marketing Plan	C-1 Conduct initial marketing team leader meeting	C-2 Formulate action plan timelines	C-3 Determine resources required to execute action plans	C-4 Execute action plans (This sub-duty includes tasks C-4a thru C-4m)	C-4a Coordinate advertising plan
		C-4h Coordinate marketing programs with distribution and vendor partners		C-4i Coordinate new products/service training (clients and employees)		
C	Implement Marketing Plan	C-9 Sell products and services				
		D-1 Survey clients for feedback and satisfaction	D-2 Monitor the marketing budget	D-3 Analyze sales patterns	D-4 Analyze competition's reaction to marketing activities	D-5 Adjust marketing plan
D	Evaluate Marketing Progress	E-1 Maintain client database	E-2 Conduct periodic sales meetings	E-3 Manage incentive programs	E-4 Implement new ideas and technologies	E-5 Mitigate marketing problems
		F-1 Participate in trade association and professional organizations	F-2 Track current trends (e.g., media, technological, cultural)	F-3 Participate in workshops, seminars, retreats, and trade shows	F-4 Participate in continuing education	F-5 Monitor legislative policy changes
E	Maintain Marketing Plan					
F	Pursue Professional Development					

A-5 Define target market	A-6 Define market needs	A-7 Conduct SWOT analysis	A-8 Assess brand awareness	A-9 Conduct product inventory analysis	A-10 Determine service/product niche	A-11 Set service/product sales goals
B-6 Develop action plans	B-7 Assign individual job responsibilities for each plan category	B-8 Establish timeline for each action plan	B-9 Develop proposed marketing plan budget	B-10 Seek marketing plan approval	B-11 Create marketing theme	B-12 Disseminate marketing plan (company employees, strategic partners)
<i>C-4b Write press releases</i>	<i>C-4c Plan public marketing events</i>	<i>C-4d Update website to reflect marketing plans</i>	<i>C-4e Coordinate direct mail campaign</i>	<i>C-4f Provide input for packaging/product appearance and design</i>		<i>C-4g Recommend incentive programs (e.g., clients and employees)</i>
<i>C-4k Coordinate trade show exhibits</i>	<i>C-4l Identify non-traditional revenue streams</i>	<i>C-4m Develop target prospect list</i>	C-5 Monitor action plan progress	C-6 Revise plan to reflect allocated budget	C-7 Plan kick-off sales meetings	C-8 Collect feedback from workforce on marketing plan
D-6 Report marketing evaluation results (e.g., peers, management, strategic partners)		D-7 Evaluate marketing progress against long-range planning				
E-6 Provide training updates						
F-6 Network with colleagues	F-7 Obtain industry/professional certifications	F-8 Read trade/professional publications				

General Knowledge and Skills

Communication skills – written, verbal, graphic, presentation, & listening skills
Organizational skills
Interpersonal skills
Time management
Analytical skills
Conceptual thinking skills
Computer skills
Internet research skills
Technology skills – product professional
Software/database skills
Accounting/budgeting skills
Public relations skills
Customer service skills
Advertising skills
Filtering skill
Basic math skills
Management skills
Ability to conduct meetings
Problem-solving skills
Legal knowledge
Market research skills

Tools, Equipment, Supplies and Materials

Computers – Desktop and laptops
Software:

- Word processing
- Office suite
- Presentation software
- Project management
- Database
- Desktop publishing
- Statistical
- Web publishing
- CAD
- E-Mail
- Graphic design

Telephone
Postage machine
Digital camera
Photography equipment
Fax machine
Scanners
Copiers
Stationery
Trade show exhibit material
Overhead
Video recording equipment
Video conferencing group
Screen projector
General office supplies
Easels

Acronym

SWOT – Strengths, Weaknesses, Opportunities, Threats

Worker Behaviors

Creativity	Open-minded
Flexibility	Ability to handle stress
Motivated	Tenacity, perseverance
Multi-tasking	Tactful
Goal oriented	Ambitious
Intelligence	Team player
Coach ability	Attention to detail
Company orientation	Able to take and give orders
Ethics, integrity	Ability to manage conflict
Adaptability	
Analytical	
Good hygiene	
Disciplined	
Personable	
Conscientious	
Dependable	
Reliable	
Confident	
Sense of humor	

Future Trends and Concerns

Technology product obsolescence
Privacy issues
Permission marketing
Technological changes – wireless technology, E-Business, videoconferencing, Web-filtering
Cost of travel
Safety in travel
Market share
Global economy and marketing
Cultural changes
Product proliferation
Government regulation
Taxation trends
Terrorism – cyber, espionage, industrial
Cyber security
Aging demographics
Education of the workforce
Global war involvement