



MARKETING MANAGEMENT EPORTFOLIO REVIEWER TEMPLATE

CANDIDATES NAMES:

DATE ASSESSMENT COMPLETED:

CRITERIA	EVIDENCE	LEVEL	COMMENTS
ANALYTICS & INSIGHTS			
Evidence of ability to conduct competitive analysis			
Evidence of ability to conduct an environmental scan			
Evidence of ability to conduct secondary market research			
Evidence of ability to synthesize diverse data to support evidence-based decisions			
Evidence of currency in a variety of marketing analytics tools, such as: <ul style="list-style-type: none"> ○ Google ○ Facebook ○ Instagram ○ Twitter ○ YouTube ○ LinkedIn ○ Snapchat ○ TikTok 			
AUDIENSCE INSIGHTS			
Evidence of ability to conduct customer/audience journey mapping			
Evidence of ability to conduct audience segmentation			
Evidence of ability to develop customer personas			
MARKETING MANAGEMENT			
Evidence of ability to develop a product/service roadmap			
Evidence of ability to manage marketing projects			
Evidence of ability to develop a pricing strategy			
Evidence of ability to develop a marketing budget			
Measure return on marketing investment			



Evidence of ability to develop and manage marketing metrics and analytics			
Knowledge and application of marketing ethics			
MARKETING COMMUNICATIONS			
Evidence of ability to develop a brand strategy			
Evidence of ability to develop a positioning strategy			
DISTRIBUTION MANAGEMENT			
Evidence of ability to develop and manage a distribution strategy			

ADDITIONAL OBSERVATIONS

CONFIDENTIAL SUMMARY