

IBF Standards: Checklist Submission

Industry Segment	Future-Enabled Skills
Job Specialisation	Future Communication
Proposed Objective Statement	Engage customer effectively in the digital era

Competency Unit	1	Digital Engagement
Performance Criteria		
1.1 Understand digital marketing framework & strategy		
1.2 Understand marketing in a real time world		
1.3 Understand the different digital market mix		
1.4 Understand the importance of digital marketing tools		
1.5 Understand the considerations to advertise on digital media platforms		