Future competences pathways
for marketing and ICT education (FuseIT)

A2: Study analysis of future digital marketing competences

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INTRODUCTION

"*The European Union needs to ensure that the knowledge, skills, competence and creativity of the European workforce - especially its ICT practitioners - meet the highest global professional standard and are constantly updated in a process of effective lifelong learning.*" - Michel Catinat, Head of Unit, ICT for Competitiveness and Industrial Innovation, DG Enterprise and Industry, European Commission, 2015.

ICT is among the leading sectors in Europe making an increasingly important contribution to the economic growth and jobs creation in advanced economies. Despite of that according E-skill in Europe Report (2014) the shortage of ICT specialists is increasing. The demand for them is expected to increase in the next few years. For example, at the moment large international banks are opening their departments in Lithuania and thus increase the demand for highly skilled ICT specialists. Experts assert that many young people are still choosing studies different from ICT. Some school graduates who might be interested in ICT studies in the future do not study subjects related to ICT, choosing a different specialization at school. Those who finish ICT studies have a decent qualification, which, however, should be more proficient. High schools and universities provide students with only basic ICT knowledge. If students want to work with a specific ICT, they must additionally study in centers of competence development. Current situation justifies need for multi-disciplinary approach to ICT education, new curriculum design and creation of opportunities (and conditions) to get required skills and knowledge's ASAP (e.g. by using online courses, lifelong learning principles and etc.). From looking of long period perspectives ICT departments will be forced to accept new approach to the ICT education which could help to decrease gaps and mismatches between needs of the labor market and societal needs (or expectations) of students. According to the European Schoolnet (EUN), skills in science, technology, engineering and mathematics (STEAM) are becoming an increasingly important part for basic literacy in today's knowledge economy. There is a need for one million additional researchers by 2020 in order to keep the Europe growing. Science education can no longer be viewed as only elite training for future scientists or engineers. It is clearly visible that only science-aware citizens can make informed decisions and engage in dialogue on science-driven societal issues. As stated in the recent Report of the European Commission (EC) – Science Education for Responsible Citizenship, knowledge of and about science are integral to preparing our population to be actively engaged and responsible citizens, creative and innovative, able to work collaboratively and fully aware of and conversant with the complex challenges facing society. Unfortunately, According EUN (2016) STEAM shortages are prevalent throughout Europe and apply to almost all technical jobs, including ICT.

Fuse IT (Future competences pathways for marketing and ICT education) project addresses the education and labor market requirements for professional skills and knowledge for students and graduates in university (including life-long learning activities). The project will analyze, design, develop and implement an up-to-date curriculum, e-learning materials, blended learning environment, ICT knowledge and skills self-evaluation and knowledge evaluation system simulations. The main intellectual outputs are related to marketing and future competencies and they will include:

1. Guidelines and study analysis in HE;
2. Curriculum development and localization;
3. E-learning material in separate parts for different subjects;
4. Simulations for education;
5. Self-evaluation and knowledge evaluation system;
6. Methodological guidelines

There are 2 level of beneficiaries which will be impacted by the project. The primary target group includes:

1. Students at university;
2. Educators, university staff, adult education centers etc.
3. Business sector

This target group will benefit from the project by participating in training and knowledge evaluation, which will improve their knowledge and competencies in the labor market. Educators and university staff are responsible for skills upgrade and raising of qualification. The secondary target group are universities which could use project results and implement updated marketing study program and/or implement separate parts of marketing in ICT studies. How to implement project results and other useful information will be described in the Methodological guidelines for implementation for implementation marketing module.

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1. RESEARCH GOALS AND ACTIVITIES OF IO1

The main goals of IO1 are to develop major requirements for building the Fuse IT program by using the IO1 results for target groups' DMC (Digital Marketing Competence) needs on a base of EU labour market, existing experience of partners best practices in marketing and ICT. ICT are essential skills for future workplaces (The use of ICT has increased significantly in the last five years in more than 90% of workplaces), but advanced users like technicians, professionals (both 50%) and managers (30%) are required to have specialist digital skills, especially in larger workplaces. This study will also identify the skills gap in the Digital Marketing area in Lithuania, Latvia, Portugal and Romania. The training needs will then be becoming apparent and become a base for creating learning and certification solutions in the following activities of the project.

For those purposes there is the plan:

- **Prepare recommendations** about which competencies are required for target group being well prepared, self-confident and competitive in the digital market. This will be done after analysis of existing programs and curricula at project targeted DMC (Digital Marketing Competences) available at EU partner organizations and comparing with Digital Competence Frameworks such as The Digital Competence Framework for Consumers and The Digital Competence Framework for Citizens 2.1 (1.1);
- **Prepare study analysis** of future digital marketing competences. This will be done by performing surveys and interviews: at least 50 marketing and ICT students interviewing through each HEI, marketing specialists interviewing, at least 10 through each HEI; DC training centres representatives interviewing, minimum 5 per participate country.
- **Prepare guidelines** how Digital Marketing competences could be integrated in ICT related subjects. This will be done by using target group' surveys and interviews results.

The outcomes of the IO1 will be used for building effective DMC training module based on mentoring of DMC needs. All project partners take active roles in delivering these results. As the leading partner, the VU is responsible for the smooth and efficient management of IO1 and selection of partners' institution on the leading role in special task of IO1.

The goal of IO1 A2   - prepare study analysis of future digital marketing competences (report in partners' languages, summary in EN);

Results of IO1 will be free available and could be easy integrated in other countries' universities or training organisations.

2. METHODOLOGY OF SURVEY

Vilnius university as leader of IO1 is responsible for developing surveys and for preparation of output report. Surveys and analysis is performed in all partner countries: Lithuania Latvia, Portugal and Romania. Other partners are equally involved in all A2 activities like localisation of surveys, performing surveys, preparing reports of each country. Design of survey is based on Digital Competence Frameworks such as The Digital Competence Framework for Consumers and The Digital Competence Framework for Citizens 2.1. Survey consists out of 4 parts:

General information about respondent and possible choices is provided on Table No1

Table 1. General information requested from respondent

Occupation:	Gender:	Age group (year):
Student	Female	18-29
HEI representative (academics)	Male	30-40
representative of business (stakeholder)	Other	41-50
DC training center representative		51-60
Public administration representative		60+
Teacher of other educational levels		

Second part of survey is dedicated for required level of competences necessary for digital marketing specialist (see Table2)

Table 2. List of competences necessary for digital marketing specialist for respondent's evaluation

Competences:
Digital Strategy
Web Experience Management
Usability / Design
Growth Hacking (Growth Marketing)
Retargeting
Customer Engagement
Customer Experience UX
User Acquisition
Expert storyteller
Targeting & Optimization
Understanding of customer personas and their needs
Data Science & Big Data
Web Development - Custom
Web Analytics & A/B Testing
Computer science fundamentals and programming
Strategic creativity
Probability and statistics
Data modeling and evaluation
Customer loyalty, retention, and satisfaction campaigns design and execution
Strong communication
Predictive Analysis & Attribution
Software engineering and system design
Sustainable Growth marketing Strategies
Programmatic Advertising
Blockchain marketing use cases
Leadership
Intellectual property positioning and protection
Cyber cecurity
Competitive Intelligence
Bussiness Intelligence
Crisis management in social networks

Competences:
OTHER (please specify)

The list of professional skills which necessary for digital marketing specialist provided for respondents evaluating is presented on Table No.3

Table 3. The list of professional skills which necessary for digital marketing specialist

Professional skills:
Content Marketing (*WordPress, Yoast SEO plug-in*)
Digital Analytics (*Google Analytics, Adobe Analytics, Optimizel*)
Search Engine Optimization (SEO) (*Moz, Ahrefs, SEM Rush, Google Search Console*)
Search Engine Marketing (SEM) (*Google AdWords, Bing Ads*)
Conversion Rate Optimization (CRO) (*Optimizely, Google Tag Manager, Craft*)
Social Media Marketing (*Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube*)
Affiliate Marketing (*CJ by Conversant, Impact Radius*)
Python, PHP, .NET, Java or other backend programming technologies
SQL, Database administration
Excel
Marketing and Sales Automation (*Marketo, Pardot, Bronto*)
Video Marketing
Video editing
Tableau
Email Marketing (*Mailchimp, Constant Contact, AWeber*)
Geo-Targeting PPC
Web Development (*WordPress, Magento, Joomla, Drupal*)
Webdevelopment - Content Management Systems
Project Management (*JIRA, Basecamp, Timeforce, Trello*)
Paid Search Marketing
Building and managing customer experience teams
CRM
Mobile Marketing
Applying machine learning algorithms and libraries
Applying Cyber security solutions software
OTHER (please specify)

Particular professional positions for which digital marketing competences and professional skills necessary is necessary for respondents' evaluation is listed on Table No. 4

Table 4. Professional positions for which digital marketing competences and professional skills necessary

Positions:
Internet marketing content manager
E.marketing web designer
PPC manager
Social media specialist
Martech specialist
E.marketing information specialist
Social media development administrator
Internet research specialist
System analytic
IS designer
Market analytic
Product manager
IS quality assurance specialist
E. marketing project manager
Expert in Web Analytics/Data Analytics
Expert in Business Intelligence

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Positions:
Marketing Metrics Manager
Brand manager
OTHER (please specify)

Business entities/types of organization for which digital marketing competences and professional skills are necessary for evaluation on survey is listed on Table No.5

Table 5. Business entities/types of organization for which digital marketing competences and professional skills necessary

Business entities/types of organization:
Start-Ups
(Traditional) Business companies
Public and government bodies
Science and study sector
E.marketing and internet communication companies
E.sales and marketing department
Advertising agencies
Media and technology companies
International internet content organizations
Market analytic service companies
OTHER (please specify)

All multiple choices listed on Tales No. 3; 4; 5 was selected according to information provided in Digital Competence Frameworks such as The Digital Competence Framework for Consumers[1] and The Digital Competence Framework for Citizens 2.1.[2], business reports e.g. 2020 Workplace Learning Trends Report: The Skills of the Future[3] by *Undemy* for Business or 5 Top marketing Jobs in 2020[4] by 10digital.co.uk and supplemented taking into account Best Practice samples from Project Partners.

The multiple choices (see tables No. 3; 4; 5) evaluation was implemented using scale adopted from Digital Competence Framework and using adopted (simplified) ranking points system (See table No.6)

Table 6. Evaluation levels

Levels (of importance)(from low to high):	Ranking points
I dont know	0
Useless	-4
Foundation	1
Intermediate	2
Advanced	3
Highly specialised	4

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[1] Brečko, B., Ferrari, A., edited by Vuorikari R., Punie Y. (2016). The Digital Competence Framework for Consumers; Joint Research Centre Science for Policy Report;
EUR 28133 EN; doi:10.2791/838886.
[2] https://publications.jrc.ec.europa.eu/repository/bitstream/JRC106281/web-digcomp2.1pdf_(online).pdf
[3] https://business.udemy.com/resources/5-workplace-learning-trends-2020/
[4] https://www.10digital.co.uk/blog/posts/2019/december/top-5-new-marketing-jobs-in-2020-infographic/

Survey divided into two parts:

1st part is survey dedicated to students. It was planned to collect data from minimum 200 students out of ICT and marketing study programmes from all schools involved into project (approx. 50 students per school/country)

2nd part is an interview dedicated to experts. The plan was to interview at least 40 experts in HEI and 20 in training centres for gathering info on task analysis. Due changed circumstances and quarantine statement in project partners' countries according which it was impossible to organise an interview it was made decision to change interview to survey (similar form as for students) with additional asking to respondent to comment wide its opinion on surveys' form.

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3. RESULTS OF ANALYSIS

3.1 General information about participants

In the survey participated **355** respondents from 4 countries: Latvia, Lithuania, Portugal and Romania.

There were surveyed 101 respondents in Romania, 90 respondents in Portugal, 87 respondents in Latvia, 77 respondents in Lithuania *(Diagram 1)*. Percentage number of participants by countries arranged accordingly: Pomania – 28%, Portugal - 25%, Latvia – 25%, and Lithuania – 22% .

Number of Participants
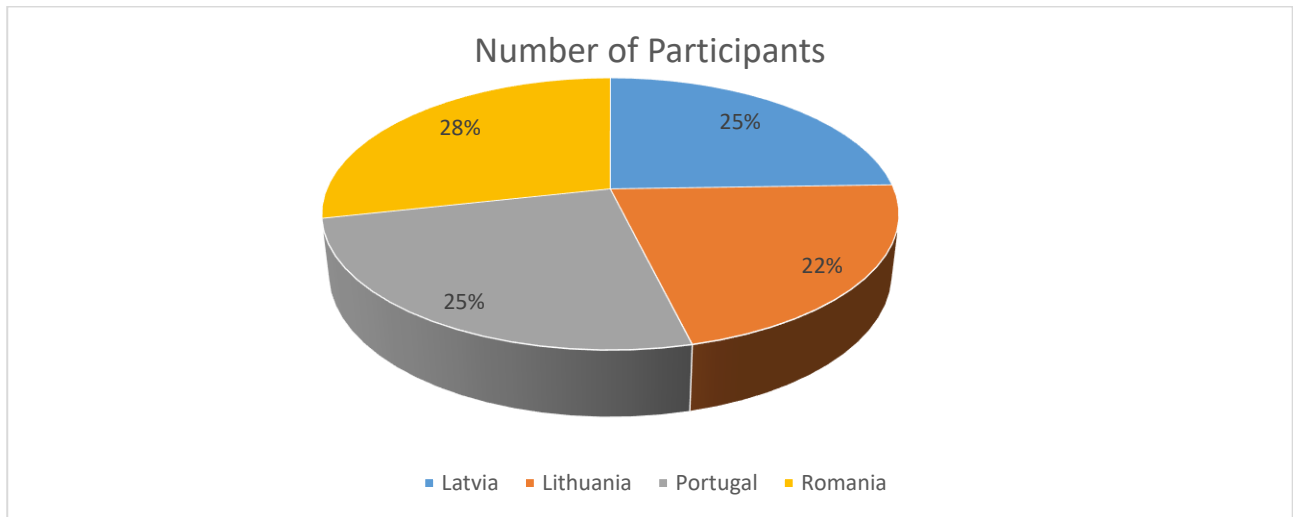
Diagram 1

Respondents represented 6 different areas of occupation. There were students, HEI representative (academic), representative of business, DC training center representative, public administration representative, teacher of other educational levels (Diagram No. 2). The majority of participants were students. The least were public administration representative.

Number of Participants by occupation
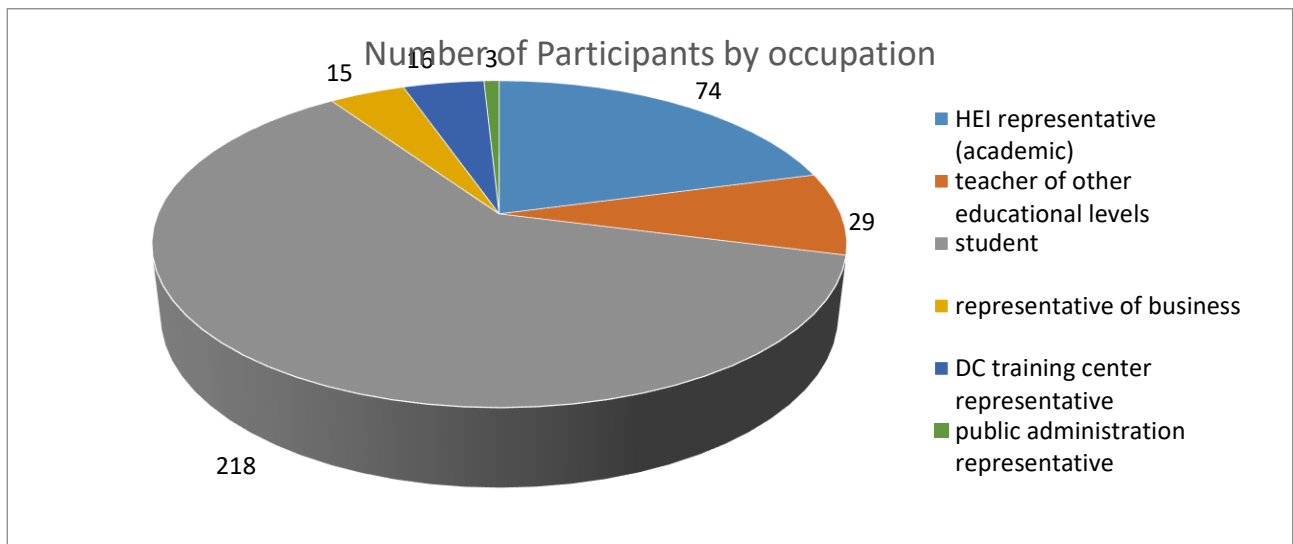
Diagram 2

Number of respondents by occupation in different countries are represented in *Diagram 3*. In Romania and Lithuania respondents were from all occupation areas. In Portugal missing occupations areas are representatives of business and public administration representatives. In Latvia missing ovccupation area is public administration representatives.
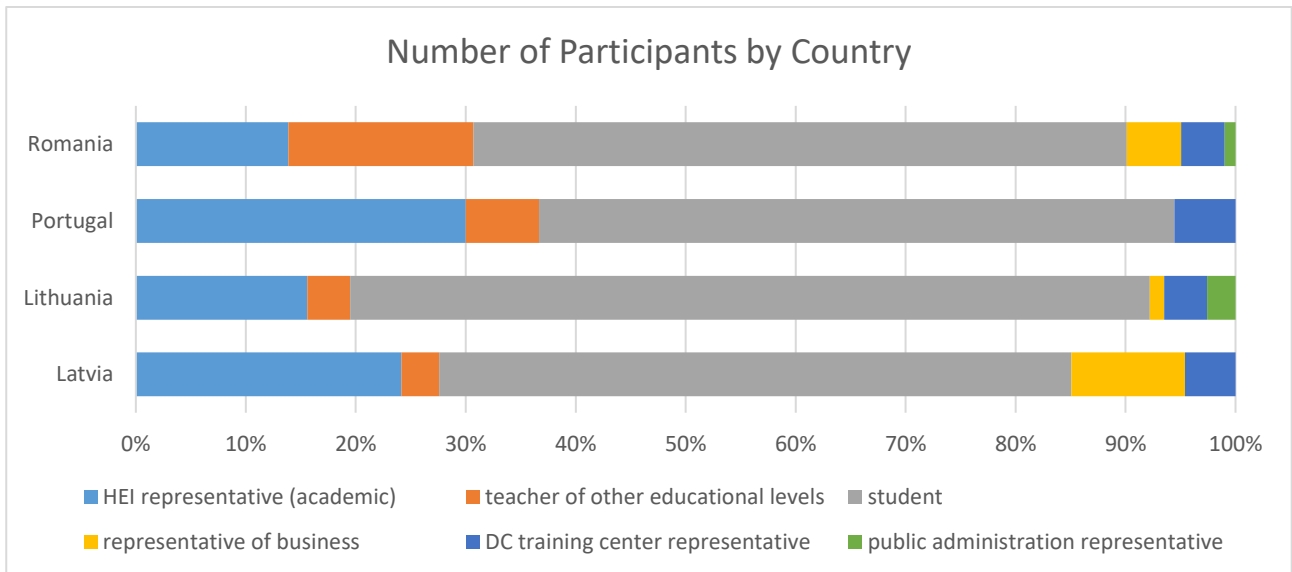
Diagram 3

Numbers of respondents by gender are represented in *Diagram 4*. 160 respondents indicated female and 194 respondents indicated male. One respondent indicated other gender.
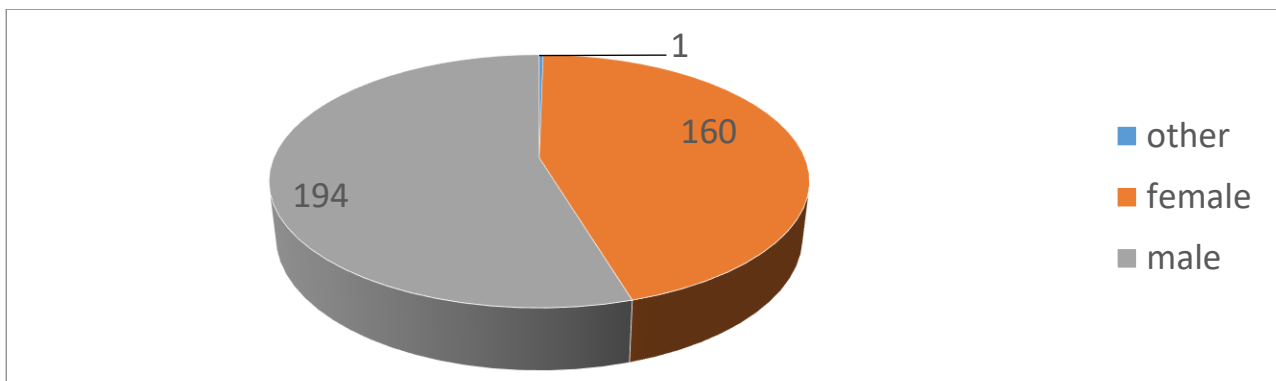
Diagram 4

Number of respondents by gender in different countries are represented in *Diagram 5*.

Diagram 5

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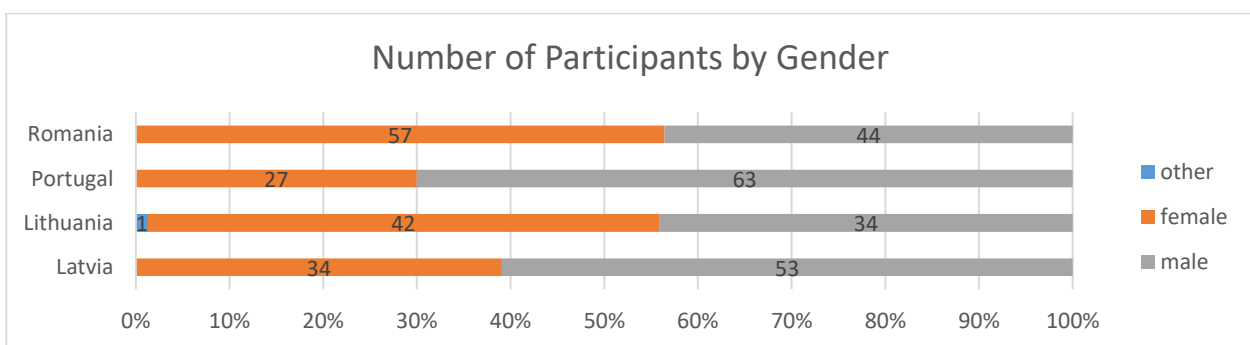
In Romania and Lithuania females were more than males, but in total 55% of participant were male and 45% - female (*Diagram 6).*
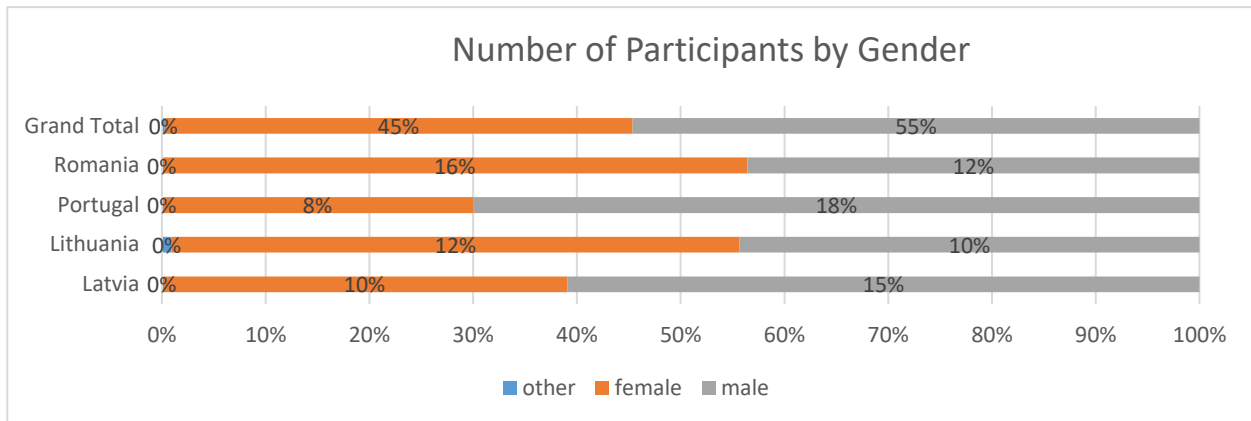
Diagram 6

Majority of respondents were age group 18-29 years - 204 *(Diagram 7)*. Least respondents were age group 60+ - 12.
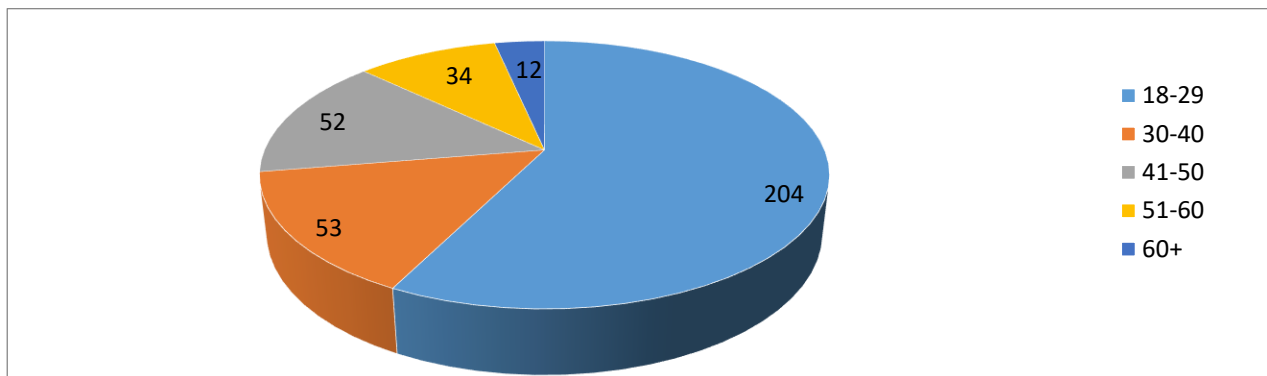
Diagram 7

Numbers of respondents by age group in different countries are respresented in *Diagram 8*. In all countiese majority of respondents were from age group 18-29. Majority of respondents of age group 30-40 were from Latvia, majority respondents of age group 41-50 were from Portugal. Majority of respondents of age group 51-60 were from Romania. And majority of respondents of age group 60+ were from Latvia.

Diagram 8

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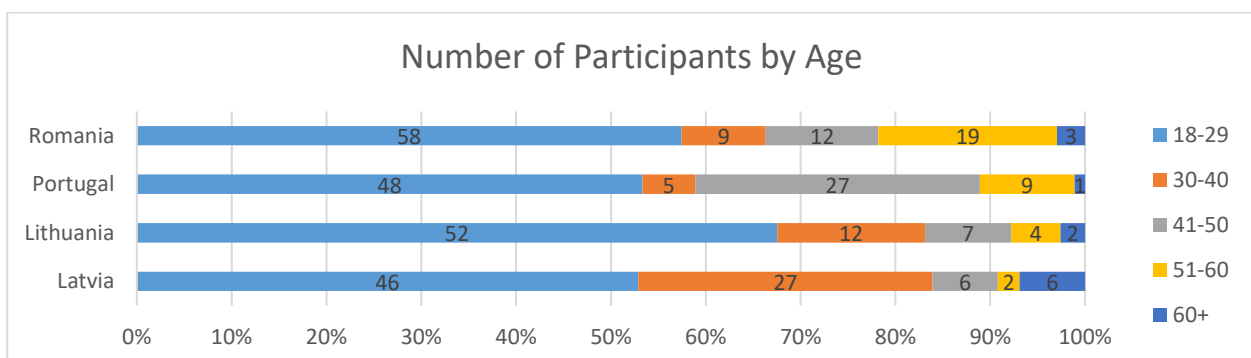
Accordingly percentage number of participants by age groups in different countries are represented in *Diagram 9*.

Number of Participants by Age
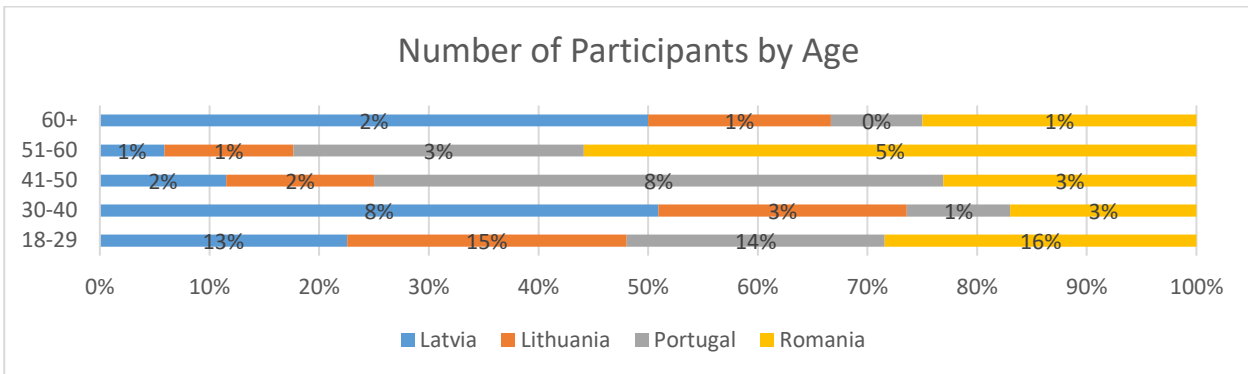
Diagram 9

3.2 Competences necessary for digital marketing specialist

In the survey respondents specified competences necessary for digital marketing specialist according levels – useless, intermediate, foundation, intermediate, advanced, highly specialised (foundation - lowest level, highly specialized - highest level).

Results of competences necessary for digital marketing specialist are shown in *Diagram 10.*

Please specify level of these competences necessary for digital marketing specialist
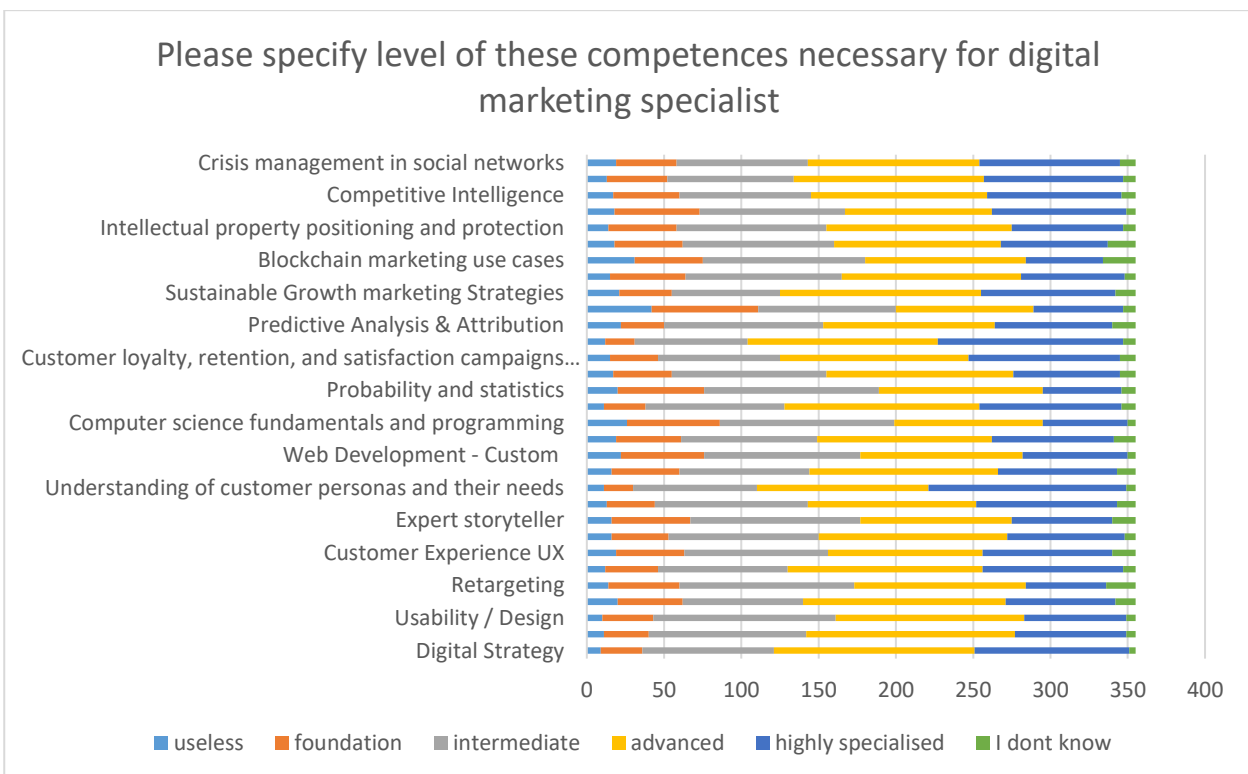
Diagram 10

Table 7. Competences necessary for digital marketing specialist specified as *useless*

Competences	Responses
Software engineering and system design	42
Blockchain marketing use cases	31
Computer science fundamentals and programming	26
Web Development - Custom	22
Predictive Analysis & Attribution	22
Sustainable Growth marketing Strategies	21
Growth Hacking (Growth Marketing)	20
Probability and statistics	20
Customer Experience UX	19
Web Analytics & A/B Testing	19
Crisis management in social networks	19
Leadership	18
Cyber cecurity	18
Data modeling and evaluation	17
Competitive Intelligence	17
User Acquisition	16
Expert storyteller	16
Data Science & Big Data	16
Customer loyalty, retention, and satisfaction campaigns design and execution	15
Programmatic Advertising	15
Retargeting	14
Intellectual property positioning and protection	14
Targeting & Optimization	13
Bussiness Intelligence	13
Customer Engagement	12
Strong communication	12
Web Experience Management	11
Understanding of customer personas and their needs	11
Strategic creativity	11
Usability / Design	10
Digital Strategy	9

Table 7. Competences necessary for digital marketing specialist foundation as *useless*

Competences	Responses
Software engineering and system design	69
Computer science fundamentals and programming	60
Probability and statistics	56
Cyber cecurity	55
Web Development - Custom	54
Expert storyteller	51
Programmatic Advertising	49
Retargeting	46
Blockchain marketing use cases	44
Customer Experience UX	44
Leadership	44
Data Science & Big Data	44
Intellectual property positioning and protection	44

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Competences	Responses
Competitive Intelligence	43
Growth Hacking (Growth Marketing)	42
Web Analytics & A/B Testing	42
Crisis management in social networks	39
Bussiness Intelligence	39
Data modeling and evaluation	38
User Acquisition	37
Sustainable Growth marketing Strategies	34
Customer Engagement	34
Usability / Design	33
Customer loyalty, retention, and satisfaction campaigns design and execution	31
Targeting & Optimization	31
Web Experience Management	29
Predictive Analysis & Attribution	28
Strategic creativity	27
Digital Strategy	27
Strong communication	19
Understanding of customer personas and their needs	19

Table 8. Competences necessary for digital marketing specialist specified as intermediate

Competences	Responses
Usability / Design	118
Computer science fundamentals and programming	113
Probability and statistics	113
Retargeting	113
Expert storyteller	110
Blockchain marketing use cases	105
Predictive Analysis & Attribution	103
Web Experience Management	102
Web Development - Custom	101
Programmatic Advertising	101
Data modeling and evaluation	100
Targeting & Optimization	99
Leadership	98
Intellectual property positioning and protection	97
User Acquisition	97
Cyber cecurity	94
Customer Experience UX	93
Strategic creativity	90
Software engineering and system design	89
Web Analytics & A/B Testing	88
Competitive Intelligence	85
Crisis management in social networks	85
Digital Strategy	85
Data Science & Big Data	84
Customer Engagement	84
Bussiness Intelligence	82
Understanding of customer personas and their needs	80
Customer loyalty, retention, and satisfaction campaigns design and execution	79
Growth Hacking (Growth Marketing)	78
Strong communication	73

Competences	Responses
Sustainable Growth marketing Strategies	70

Table 9. Competences necessary for digital marketing specialist specified as advanced

Competences	Responses
Web Experience Management	135
Growth Hacking (Growth Marketing)	131
Digital Strategy	130
Sustainable Growth marketing Strategies	130
Customer Engagement	126
Strategic creativity	126
Strong communication	123
Bussiness Intelligence	123
Usability / Design	122
User Acquisition	122
Data Science & Big Data	122
Customer loyalty, retention, and satisfaction campaigns design and execution	122
Data modeling and evaluation	121
Intellectual property positioning and protection	120
Programmatic Advertising	116
Competitive Intelligence	114
Web Analytics & A/B Testing	113
Retargeting	111
Understanding of customer personas and their needs	111
Predictive Analysis & Attribution	111
Crisis management in social networks	111
Targeting & Optimization	109
Leadership	108
Probability and statistics	106
Web Development - Custom	105
Blockchain marketing use cases	104
Customer Experience UX	100
Expert storyteller	98
Computer science fundamentals and programming	96
Cyber cecurity	95
Software engineering and system design	89

Table 10. Competences necessary for digital marketing specialist specified as higly specialized

Competences	Responses
Understanding of customer personas and their needs	128
Strong communication	120
Digital Strategy	100
Customer loyalty, retention, and satisfaction campaigns design and execution	98
Strategic creativity	92
Customer Engagement	91
Crisis management in social networks	91
Targeting & Optimization	91
Bussiness Intelligence	90
Sustainable Growth marketing Strategies	87
Competitive Intelligence	87
Cyber cecurity	87
Customer Experience UX	84
Web Analytics & A/B Testing	79
Data Science & Big Data	77

Competences	Responses
User Acquisition	76
Predictive Analysis & Attribution	76
Web Experience Management	72
Intellectual property positioning and protection	72
Growth Hacking (Growth Marketing)	71
Data modeling and evaluation	69
Leadership	69
Web Development - Custom	68
Programmatic Advertising	67
Usability / Design	66
Expert storyteller	65
Software engineering and system design	58
Computer science fundamentals and programming	55
Retargeting	52
Probability and statistics	51
Blockchain marketing use cases	50

Table 11. Competences necessary for digital marketing specialist specified as I don't know

Competences	Responses
Blockchain marketing use cases	21
Retargeting	19
Leadership	18
Customer Experience UX	15
Predictive Analysis & Attribution	15
Expert storyteller	15
Web Analytics & A/B Testing	14
Sustainable Growth marketing Strategies	13
Growth Hacking (Growth Marketing)	13
Targeting & Optimization	12
Data Science & Big Data	12
Customer loyalty, retention, and satisfaction campaigns design and execution	10
Crisis management in social networks	10
Data modeling and evaluation	10
Strategic creativity	9
Competitive Intelligence	9
Probability and statistics	9
Strong communication	8
Customer Engagement	8
Bussiness Intelligence	8
Intellectual property positioning and protection	8
Software engineering and system design	8
User Acquisition	7
Programmatic Advertising	7
Understanding of customer personas and their needs	6
Cyber cecurity	6
Web Experience Management	6
Usability / Design	6
Web Development - Custom	5
Computer science fundamentals and programming	5
Digital Strategy	4

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3.3 Professional skills necessary for digital marketing specialist

In the survey respondents specified professional skills necessary for digital marketing specialist according leves – useless, intermediate, foundation, intermediate, advanced, highly specialised (foundation - lowest level, highly specialized - highest level).

Results of skills necessary for digital marketing specialist are shown in *Diagram 11*.
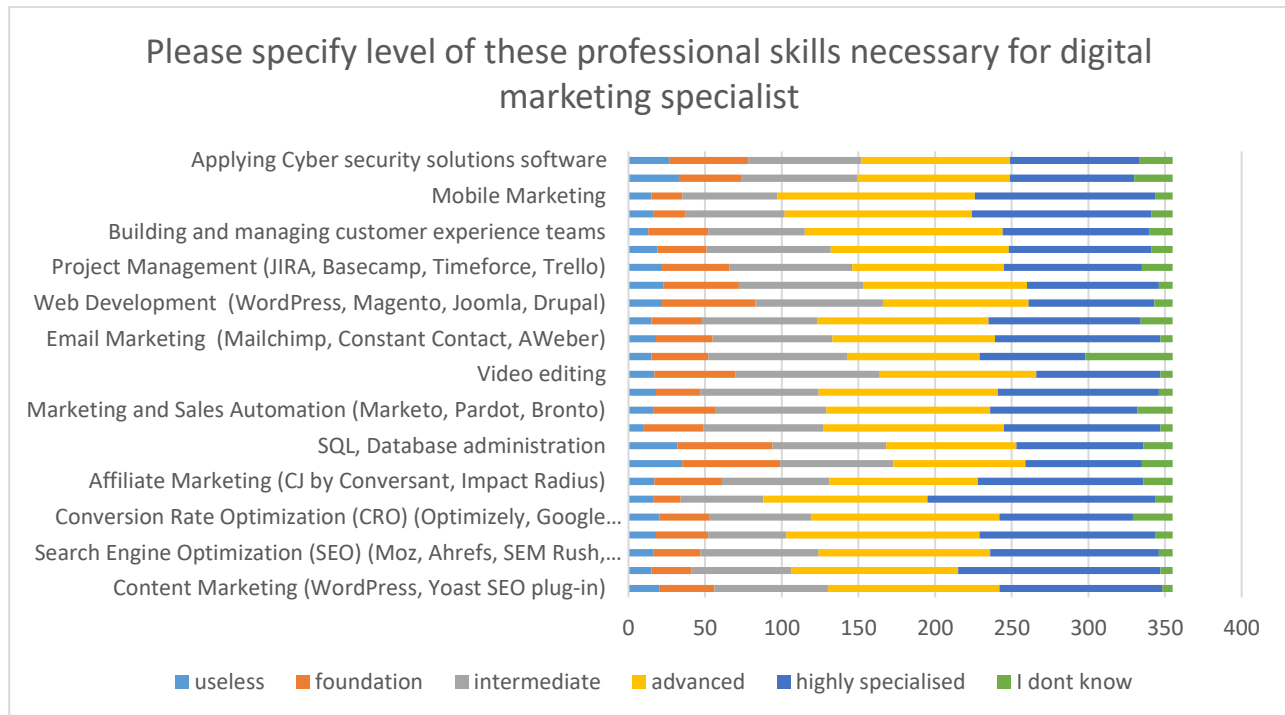
Diagram 11

Table 12. Professional skills necessary for digital marketing specialis specified as useless

Professional skills	Responses
Python, PHP, .NET, Java or other backend programming technologies	35
Applying machine learning algorithms and libraries	33
SQL, Database administration	32
Applying Cyber security solutions software	27
Web development - Content Management Systems	23
Web Development (WordPress, Magento, Joomla, Drupal)	22
Project Management (JIRA, Basecamp, Timeforce, Trello)	22
Content Marketing (WordPress, Yoast SEO plug-in)	20
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	20
Paid Search Marketing	19
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	18
Video Marketing	18
Email Marketing (Mailchimp, Constant Contact, AWeber)	18
Affiliate Marketing (CJ by Conversant, Impact Radius)	17
Video editing	17
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	16
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	16
Marketing and Sales Automation (Marketo, Pardot, Bronto)	16
CRM	16
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	15

Tableau	15
Geo-Targeting PPC	15
Mobile Marketing	15
Building and managing customer experience teams	13
Excel	10

Table 13. Professional skills necessary for digital marketing specialis specified as foundation

Professional skills	Responses
Python, PHP, .NET, Java or other backend programming technologies	64
SQL, Database administration	62
Web Development (WordPress, Magento, Joomla, Drupal)	61
Video editing	53
Applying Cyber security solutions software	51
Web development - Content Management Systems	49
Project Management (JIRA, Basecamp, Timeforce, Trello)	44
Affiliate Marketing (CJ by Conversant, Impact Radius)	44
Applying machine learning algorithms and libraries	41
Marketing and Sales Automation (Marketo, Pardot, Bronto)	41
Building and managing customer experience teams	39
Excel	39
Email Marketing (Mailchimp, Constant Contact, AWeber)	37
Tableau	37
Content Marketing (WordPress, Yoast SEO plug-in)	36
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	34
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	33
Geo-Targeting PPC	33
Paid Search Marketing	32
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	31
Video Marketing	29
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	26
CRM	21
Mobile Marketing	20
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	18

Table 14. Professional skills necessary for digital marketing specialis specified as intermediate

Professional skills	Responses
Video editing	94
Tableau	91
Web Development (WordPress, Magento, Joomla, Drupal)	83
Webdevelopment - Content Management Systems	81
Paid Search Marketing	81
Project Management (JIRA, Basecamp, Timeforce, Trello)	80
Excel	78
Email Marketing (Mailchimp, Constant Contact, AWeber)	78
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	77
Video Marketing	77
Applying machine learning algorithms and libraries	75
Geo-Targeting PPC	75
Python, PHP, .NET, Java or other backend programming technologies	74
SQL, Database administration	74
Applying Cyber security solutions software	74
Content Marketing (WordPress, Yoast SEO plug-in)	74
Marketing and Sales Automation (Marketo, Pardot, Bronto)	72

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Professional skills	Responses
Affiliate Marketing (CJ by Conversant, Impact Radius)	70
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	66
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	65
CRM	65
Building and managing customer experience teams	63
Mobile Marketing	62
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	54
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	51

Table 15. Professional skills necessary for digital marketing specialis specified as advanced

Professional skills	Responses
Building and managing customer experience teams	129
Mobile Marketing	129
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	126
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	123
CRM	122
Excel	118
Video Marketing	117
Paid Search Marketing	116
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	112
Geo-Targeting PPC	112
Content Marketing (WordPress, Yoast SEO plug-in)	112
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	109
Webdevelopment - Content Management Systems	107
Marketing and Sales Automation (Marketo, Pardot, Bronto)	107
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	107
Email Marketing (Mailchimp, Constant Contact, AWeber)	106
Video editing	102
Applying machine learning algorithms and libraries	100
Project Management (JIRA, Basecamp, Timeforce, Trello)	99
Applying Cyber security solutions software	97
Affiliate Marketing (CJ by Conversant, Impact Radius)	97
Web Development (WordPress, Magento, Joomla, Drupal)	95
Tableau	86
Python, PHP, .NET, Java or other backend programming technologies	86
SQL, Database administration	85

Table 16. Professional skills necessary for digital marketing specialis specified as highly specified

Professional skills	Responses
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	149
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	132
Mobile Marketing	118
CRM	117
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	115
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	110
Email Marketing (Mailchimp, Constant Contact, AWeber)	108
Affiliate Marketing (CJ by Conversant, Impact Radius)	108
Content Marketing (WordPress, Yoast SEO plug-in)	106
Video Marketing	105
Excel	102
Geo-Targeting PPC	99
Building and managing customer experience teams	96

Professional skills	Responses
Marketing and Sales Automation (Marketo, Pardot, Bronto)	96
Paid Search Marketing	93
Project Management (JIRA, Basecamp, Timeforce, Trello)	90
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	87
Webdevelopment - Content Management Systems	86
Applying Cyber security solutions software	84
SQL, Database administration	83
Web Development (WordPress, Magento, Joomla, Drupal)	82
Video editing	81
Applying machine learning algorithms and libraries	81
Python, PHP, .NET, Java or other backend programming technologies	76
Tableau	69

Table 17. Professional skills necessary for digital marketing specialis specified as I don't know

Professional skills necessary for digital marketing specialist specified as I don't know	Responses
Tableau	57
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	26
Applying machine learning algorithms and libraries	25
Marketing and Sales Automation (Marketo, Pardot, Bronto)	23
Applying Cyber security solutions software	22
Geo-Targeting PPC	21
Project Management (JIRA, Basecamp, Timeforce, Trello)	20
Python, PHP, .NET, Java or other backend programming technologies	20
Affiliate Marketing (CJ by Conversant, Impact Radius)	19
SQL, Database administration	19
Building and managing customer experience teams	15
CRM	14
Paid Search Marketing	14
Web Development (WordPress, Magento, Joomla, Drupal)	12
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	11
Mobile Marketing	11
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	11
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	9
Video Marketing	9
Webdevelopment - Content Management Systems	9
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	8
Email Marketing (Mailchimp, Constant Contact, AWeber)	8
Excel	8
Video editing	8
Content Marketing (WordPress, Yoast SEO plug-in)	7

3.4 Digital marketing competences and professional skills necessary for current positions

In the survey respondent specified digital marketing competences and professional skills necessary for current positions according leves – useless, intermediate, foundation, intermediate, advanced, highly specialised (foundation - lowest level, highly specialized - highest level).

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Results of digital marketing competences and professional skills necessary for current positions are shown in *Diagram 12*.

Please specify level of digital marketing competences and professional skills necessary for current positions
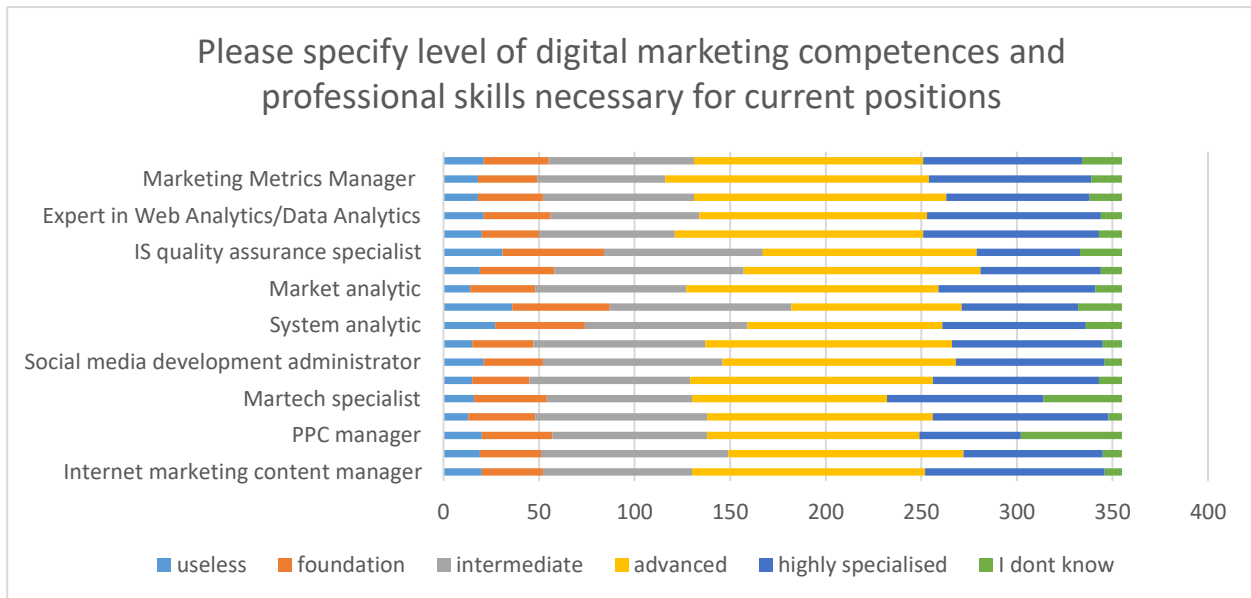
Diagram 12

Table 18. Digital marketing competences and professional skills specified as *useless*

Competences and professional skills	Responses
IS designer	36
IS quality assurance specialist	31
System analytic	27
Social media development administrator	21
Expert in Web Analytics/Data Analytics	21
Brand manager	21
Internet marketing content manager	20
PPC manager	20
E. marketing project manager	20
E.marketing web designer	19
Product manager	19
Expert in Business Intelligence	18
Marketing Metrics Manager	18
Martech specialist	16
E.marketing information specialist	15
Internet research specialist	15
Market analytic	14
Social media specialist	13

Table 19. Digital marketing competences and professional skills specified as *foundation*

Competences and professional skills	Responses
IS quality assurance specialist	53
IS designer	51
System analytic	47
Product manager	39
Martech specialist	38
PPC manager	37
Expert in Web Analytics/Data Analytics	35
Social media specialist	35
Brand manager	34

Competences and professional skills	Responses
Expert in Business Intelligence	34
Market analytic	34
Internet marketing content manager	32
E.marketing web designer	32
Internet research specialist	32
Social media development administrator	31
Marketing Metrics Manager	31
E. marketing project manager	30
E.marketing information specialist	30

Table 20. Digital marketing competencs and professional skills specified as *intermediate*

Competences and professional skills	Responses
Product manager	99
E.marketing web designer	98
IS designer	95
Social media development administrator	94
Social media specialist	90
Internet research specialist	90
System analytic	85
E.marketing information specialist	84
IS quality assurance specialist	83
PPC manager	81
Expert in Business Intelligence	79
Market analytic	79
Expert in Web Analytics/Data Analytics	78
Internet marketing content manager	78
Martech specialist	76
Brand manager	76
E. marketing project manager	71
Marketing Metrics Manager	67

Table 21. Digital marketing competencs and professional skills specified as *advanced*

Competences and professional skills	Responses
Marketing Metrics Manager	138
Expert in Business Intelligence	132
Market analytic	132
E. marketing project manager	130
Internet research specialist	129
E.marketing information specialist	127
Product manager	124
E.marketing web designer	123
Social media development administrator	122
Internet marketing content manager	122
Brand manager	120
Expert in Web Analytics/Data Analytics	119
Social media specialist	118
IS quality assurance specialist	112
PPC manager	111
System analytic	102
Martech specialist	102
IS designer	89

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Digital marketing competences and professional skills specified as **highly specialized** are shown in *Table* 22:

Table 23. Competences necessary for digital marketing specialist foundation as useless

Competences and professional skills	Responses
Internet marketing content manager	94
E. marketing project manager	92
Social media specialist	92
Expert in Web Analytics/Data Analytics	91
E.marketing information specialist	87
Marketing Metrics Manager	85
Brand manager	83
Market analytic	82
Martech specialist	82
Internet research specialist	79
Social media development administrator	78
Expert in Business Intelligence	75
System analytic	75
E.marketing web designer	73
Product manager	63
IS designer	61
IS quality assurance specialist	54
PPC manager	53

Table 24. Digital marketing competences and professional skills apecified as I don't know

Competences and professional skills specified as I don't know	Responses
PPC manager	53
Martech specialist	41
IS designer	23
IS quality assurance specialist	22
Brand manager	21
System analytic	19
Expert in Business Intelligence	17
Marketing Metrics Manager	16
Market analytic	14
E. marketing project manager	12
E.marketing information specialist	12
Expert in Web Analytics/Data Analytics	11
Product manager	11
Internet research specialist	10
E.marketing web designer	10
Internet marketing content manager	9
Social media development administrator	9
Social media specialist	7

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3.5 Digital marketing competences and professional skills necessary for current business entities/types of organizations

In the survey respondents specified digital marketing competences and professional skills necessary for current business entities/types of organizations according leves – useless, intermediate, foundation, intermediate, advanced, highly specialised (foundation - lowest level, highly specialized - highest level).

Results of digital marketing competences and professional skills necessary for current business entities/types of organizations are shown in *Diagram 13*.

Diagram 13

Table 25. Digital marketing competencs and professional skills necessary for current business entities/types of organizations specified as *useless*

Competences and professional skills	Responses
Public and government bodies	23
Science and study sector	23
Market analytic service companies	22
Start-Ups	17
(Traditional) Business companies	17
Advertising agencies	17
International internet content organizations	17
E.sales and marketing department	15
Media and technology companies	15
E.marketing and internet communication companies	14

Table 26. Digital marketing competencs and professional skills necessary for current business entities/types of organizations specified as *foundation*

Competences and professional skills	Responses
Public and government bodies	58
Science and study sector	56
(Traditional) Business companies	56
Start-Ups	53
Media and technology companies	46
E.marketing and internet communication companies	46
Advertising agencies	44
E.sales and marketing department	41
International internet content organizations	39
Market analytic service companies	37

Table 27. Digital marketing competencs and professional skills necessary for current business entities/types of organizations specified as intermediate

Competences and professional skills	Responses
(Traditional) Business companies	112
Public and government bodies	108
Science and study sector	108
Start-Ups	95
International internet content organizations	87
Market analytic service companies	87
Media and technology companies	83
E.sales and marketing department	81
Advertising agencies	80
E.marketing and internet communication companies	78

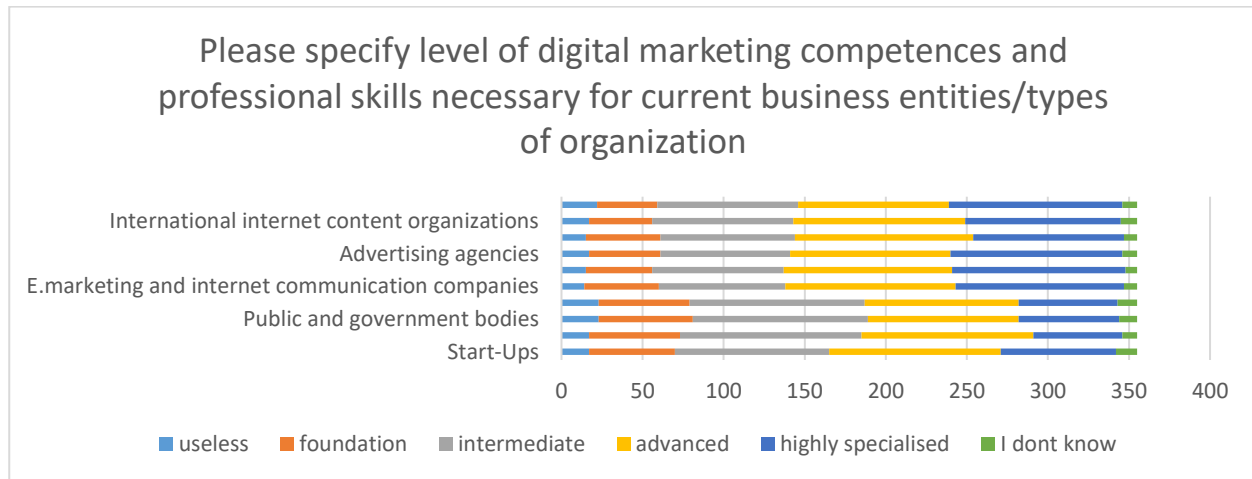*Table 28. Digital marketing competencs and professional skills necessary for current business entities/types of organizations specified as advanced*

Competences and professional skills	Responses
Media and technology companies	110
(Traditional) Business companies	106
Start-Ups	106
International internet content organizations	106
E.marketing and internet communication companies	105
E.sales and marketing department	104
Advertising agencies	99
Science and study sector	95
Public and government bodies	93
Market analytic service companies	93

Table 29. Digital marketing competencs and professional skills necessary for current business entities/types of organizations specified as highly specialized

Competences and professional skills specified as highly specialized	Responses
E.sales and marketing department	107
Market analytic service companies	107
Advertising agencies	106
E.marketing and internet communication companies	104
International internet content organizations	96
Media and technology companies	93
Start-Ups	71
Public and government bodies	62
Science and study sector	61
(Traditional) Business companies	55

Table 30. Digital marketing competencs and professional skills necessary for current business entities/types of organizations specified as I don't know

Competences and professional skills	Responses
Start-Ups	13
Science and study sector	12
Public and government bodies	11
International internet content organizations	10
Market analytic service companies	9
Advertising agencies	9
(Traditional) Business companies	9
E.marketing and internet communication companies	8
Media and technology companies	8
E.sales and marketing department	7

3.6 Results of interview

2nd part of Survey is an interview dedicated to experts. The plan was to interview at least 40 experts in HEI and 20 in training centres for gathering info on task analysis. Due changed circumstances and quarantine statement in project partners' countries according which it was impossible to organise an interview it was made decision to change interview to survey (similar form as for students) with additional asking to respondent to comment wide its opinion on surveys' form. Specialists expressed an opinion regarding 2 areas of Survey:

- Competences to develop necessary for digital marketing specialist;
- Professional skills to develop necessary for digital marketing specialist;

Feedback regarding competences necessary for digital marketing specialist it is possible to divide into two areas related with nature of competences: personal competences and professional competences (see Table 30)

Table 31. Additional competences necessary for digital marketing specialist

Competences:	Group of competences
Basics of strategic marketing	Professional competences
Mass-media channels management	
Marketing complex (marketing MIX) management	
Basics of promotion	
Big Data Analysis	
Text editing	
Graphic design	
Content Marketing skills	
Team working and communication	Personal competences
Critical thinking	
Creativeness	
Flexibility	

Feedback regarding professional skills necessary for digital marketing specialist also possible to divide into two areas related with nature of competences: personal competences and professional competences (see Table 31)

Table 32. Additional professional skills necessary for digital marketing specialist

Professional skills:	Group of professional skills
Work with text redactor (text editing software)	Professional skills
Data visualization (infographics, charts, pivots pictures and etc.)	
Copy writing	
Usage of graphic design software	
Correct use of language	Personal skills
Good English	

It can be said that both competences and professional skills necessary for digital marketing specialist which is assigned to range of Professional group coincides to listings of surveys choices (see Table No.2 and Table No.3).

Personal competences and Personal skills mentioned on Table 30 and Table 31 complements survey with new provided information and attitude.

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3.7 Recommended skills for localization (top 10)

Most common choices of answers from different respondent groups are provided in this chapter. Analysis of these data is used for grounding of recommendations for syllabus creation.

Differentiation of answers by respondents groups in different countries will be used as guidelines of syllabus localization.

TOP CHOICES OF **STUDENTS** IN **PORTUGAL**:

Table 33. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Bussiness Intelligence	122
Customer Engagement	121
Digital Strategy	121
Strategic creativity	119
Leadership	118
Understanding of customer personas and their needs	118
Growth Hacking (Growth Marketing)	117
User Acquisition	117
Sustainable Growth marketing Strategies	114
Cyber cecurity	112
Strong communication	112

Table 34. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Mobile Marketing	133
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	126
CRM	125
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	121
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	119
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	114
Affiliate Marketing (CJ by Conversant, Impact Radius)	111
Content Marketing (WordPress, Yoast SEO plug-in)	110
Building and managing customer experience teams	109
Paid Search Marketing	108

Table 35. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
E. marketing project manager	120
Marketing Metrics Manager	120
E.marketing information specialist	116
Internet research specialist	116
Social media specialist	115
Expert in Web Analytics/Data Analytics	114
Internet marketing content manager	112
Product manager	111
Market analytic	108
Expert in Business Intelligence	107

Table 36. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
E.marketing and internet communication companies	131
Public and government bodies	127
E.sales and marketing department	126
Media and technology companies	126
International internet content organizations	124
Market analytic service companies	123
Advertising agencies	120
(Traditional) Business companies	115
Science and study sector	108
Start-Ups	102

TOP CHOICES OF **HEI REPRESENTATIVE (ACADEMIC)** IN **PORTUGAL**:

Table 37. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Digital Strategy	87
Understanding of customer personas and their needs	83
Sustainable Growth marketing Strategies	82
Strategic creativity	80
Crisis management in social networks	79
Customer Engagement	79
Customer loyalty, retention, and satisfaction campaigns design and execution	78
Strong communication	78
Targeting & Optimization	77
Programmatic Advertising	76

Table 38. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Content Marketing (WordPress, Yoast SEO plug-in)	86
Building and managing customer experience teams	83
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	83
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	83
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	83
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	81
Email Marketing (Mailchimp, Constant Contact, AWeber)	80
CRM	79
Video Marketing	79
Affiliate Marketing (CJ by Conversant, Impact Radius)	78
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	78
Mobile Marketing	78

Table 39. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Internet marketing content manager	82
E. marketing project manager	81
Social media specialist	81
E.marketing information specialist	80
Marketing Metrics Manager	79
Internet research specialist	78
Social media development administrator	77
Market analytic	73
Brand manager	71
Product manager	71

Table 40. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
E.marketing and internet communication companies	86
E.sales and marketing department	85
Advertising agencies	84
International internet content organizations	82
Market analytic service companies	77
Media and technology companies	73
Public and government bodies	59
Science and study sector	56
Start-Ups	56
(Traditional) Business companies	50

TOP CHOICES OF **TEACHER OF OTHER EDUCATIONAL LEVELS** IN **PORTUGAL**:

Table 41. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Customer loyalty, retention, and satisfaction campaigns design and execution	20
Web Experience Management	20
Data Science & Big Data	19
Sustainable Growth marketing Strategies	19
Web Analytics & A/B Testing	19
Web Development - Custom	19
Cyber cecurity	18
Competitive Intelligence	18
Computer science fundamentals and programming	18
Crisis management in social networks	18
Digital Strategy	18
Programmatic Advertising	18
Software engineering and system design	18
Strategic creativity	18
Strong communication	18
Targeting & Optimization	18
Understanding of customer personas and their needs	18

Table 42. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Applying Cyber security solutions software	19
Applying machine learning algorithms and libraries	19
Building and managing customer experience teams	17
CRM	17
Email Marketing (Mailchimp, Constant Contact, AWeber)	19
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	21
Video editing	21
Geo-Targeting PPC	20
Excel	18
Mobile Marketing	18
Tableau	17
Webdevelopment - Content Management Systems	17

Table 43. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Brand manager	22
E. marketing project manager	22
Marketing Metrics Manager	22
E.marketing web designer	21
Expert in Web Analytics/Data Analytics	21
E.marketing information specialist	20
Internet marketing content manager	20
Product manager	20
Expert in Business Intelligence	19
IS designer	17
System analytic	17
Social media development administrator	17

Table 44. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
E.marketing and internet communication companies	21
Start-Ups	21
Advertising agencies	20
Media and technology companies	20
E.sales and marketing department	19
International internet content organizations	18
Market analytic service companies	18
Public and government bodies	18
Science and study sector	17
(Traditional) Business companies	16

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TOP CHOICES OF **REPRESENTATIVE OF BUSINESS (STAKEHOLDER)** IN **PORTUGAL**:

Table 45. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Strong communication	19
Crisis management in social networks	18
Customer loyalty, retention, and satisfaction campaigns design and execution	18
Bussiness Intelligence	17
Strategic creativity	17
Digital Strategy	16
Leadership	16
Customer Experience UX	15
Expert storyteller	15
Programmatic Advertising	15
Targeting & Optimization	15
Understanding of customer personas and their needs	15

Table 46. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Building and managing customer experience teams	20
CRM	19
Email Marketing (Mailchimp, Constant Contact, AWeber)	19
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	17
Mobile Marketing	17
Affiliate Marketing (CJ by Conversant, Impact Radius)	16
Geo-Targeting PPC	16
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	16
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	16
Video editing	16

Table 47. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Social media development administrator	19
E.marketing information specialist	18
Internet marketing content manager	18
Social media specialist	18
Brand manager	17
Marketing Metrics Manager	17
E. marketing project manager	16
E.marketing web designer	16
Expert in Business Intelligence	16
Internet research specialist	16
PPC manager	16
Product manager	16

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Table 48. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
E.sales and marketing department	20
Media and technology companies	19
International internet content organizations	18
Market analytic service companies	18
Advertising agencies	17
E.marketing and internet communication companies	17
Science and study sector	17
Start-Ups	16
Public and government bodies	15
(Traditional) Business companies	14

TOP CHOICES OF **STUDENTS** IN **LATVIA**:

Table 49. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Customer Experience UX	148
Digital Strategy	146
Understanding of customer personas and their needs	146
Data Science & Big Data	145
Predictive Analysis & Attribution	145
Customer loyalty, retention, and satisfaction campaigns design and execution	141
Computer science fundamentals and programming	140
Data modeling and evaluation	140
Web Analytics & A/B Testing	140
Web Development - Custom	140

Table 50. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	177
Affiliate Marketing (CJ by Conversant, Impact Radius)	175
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	174
Geo-Targeting PPC	171
Content Marketing (WordPress, Yoast SEO plug-in)	170
Python, PHP, .NET, Java or other backend programming technologies	170
Project Management (JIRA, Basecamp, Timeforce, Trello)	169
Applying Cyber security solutions software	167
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	167
Excel	167

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Table 51. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Expert in Web Analytics/Data Analytics	139
Social media development administrator	137
Martech specialist	136
System analytic	136
Expert in Business Intelligence	135
Internet marketing content manager	135
IS quality assurance specialist	133
Social media specialist	133
E.marketing information specialist	132
E.marketing web designer	132
Marketing Metrics Manager	132

Table 52. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
Start-Ups	116
E.marketing and internet communication companies	114
Media and technology companies	112
E.sales and marketing department	111
International internet content organizations	109
Science and study sector	109
Market analytic service companies	108
(Traditional) Business companies	107
Advertising agencies	104
Public and government bodies	103

TOP CHOICES OF **HEI REPRESENTATIVE (ACADEMIC)** IN **LATVIA**:

Table 53. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Digital Strategy	72
Web Analytics & A/B Testing	71
Sustainable Growth marketing Strategies	70
User Acquisition	70
Targeting & Optimization	69
Customer Experience UX	68
Understanding of customer personas and their needs	68
Customer Engagement	67
Growth Hacking (Growth Marketing)	67
Strategic creativity	67
Web Experience Management	67

Table 54. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	76
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	75
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	74
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	74
Content Marketing (WordPress, Yoast SEO plug-in)	73
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	73
Mobile Marketing	71
Building and managing customer experience teams	70
Paid Search Marketing	70
Marketing and Sales Automation (Marketo, Pardot, Bronto)	69

Table 55. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Market analytic	68
Expert in Web Analytics/Data Analytics	66
Internet research specialist	66
Expert in Business Intelligence	65
Product manager	65
E. marketing project manager	64
Internet marketing content manager	64
Marketing Metrics Manager	64
E.marketing information specialist	62
Social media development administrator	62
Social media specialist	62

Table 56. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
E.sales and marketing department	58
International internet content organizations	58
Media and technology companies	58
Start-Ups	55
(Traditional) Business companies	54
E.marketing and internet communication companies	54
Market analytic service companies	51
Advertising agencies	50
Science and study sector	48
Public and government bodies	41

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TOP CHOICES OF **TEACHER OF OTHER EDUCATIONAL LEVELS** IN **LATVIA**:

Table 57. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Customer Engagement	8
Customer loyalty, retention, and satisfaction campaigns design and execution	8
Digital Strategy	8
Leadership	8
Understanding of customer personas and their needs	8
Data modeling and evaluation	7
Growth Hacking (Growth Marketing)	7
Intellectual property positioning and protection	7
Programmatic Advertising	7
Strategic creativity	7
Sustainable Growth marketing Strategies	7
Targeting & Optimization	7
Usability / Design	7
User Acquisition	7
Web Analytics & A/B Testing	7

Table 58. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
CRM	7
Email Marketing (Mailchimp, Constant Contact, AWeber)	7
Excel	7
Geo-Targeting PPC	7
Mobile Marketing	7
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	7
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	7
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	7
Video editing	7
Video Marketing	7

Table 59. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
E.marketing information specialist	7
E.marketing web designer	7
Internet marketing content manager	7
Expert in Business Intelligence	6
Internet research specialist	6
Marketing Metrics Manager	6
PPC manager	6
Social media development administrator	6
Social media specialist	6
E. marketing project manager	5
IS designer	5
Martech specialist	5
Product manager	5

Table 60. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
Start-Ups	7
Advertising agencies	6
E.marketing and internet communication companies	6
E.sales and marketing department	6
International internet content organizations	6
Market analytic service companies	6
Media and technology companies	6
(Traditional) Business companies	5
Public and government bodies	5
Science and study sector	4

TOP CHOICES OF **REPRESENTATIVE OF BUSINESS (STAKEHOLDER)** IN **LATVIA**:

Table 61. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Customer Engagement	15
Understanding of customer personas and their needs	14
Bussiness Intelligence	13
Competitive Intelligence	13
Leadership	13
Intellectual property positioning and protection	12
Predictive Analysis & Attribution	12
Sustainable Growth marketing Strategies	12
User Acquisition	12
Crisis management in social networks	11
Customer loyalty, retention, and satisfaction campaigns design and execution	11
Data Science & Big Data	11
Digital Strategy	11
Growth Hacking (Growth Marketing)	11
Retargeting	11
Usability / Design	11
Web Analytics & A/B Testing	11

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Table 62. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	14
Building and managing customer experience teams	13
Email Marketing (Mailchimp, Constant Contact, AWeber)	13
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	13
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	13
Mobile Marketing	12
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	12
Video Marketing	12
Content Marketing (WordPress, Yoast SEO plug-in)	11
CRM	11
Excel	11
Geo-Targeting PPC	11
Marketing and Sales Automation (Marketo, Pardot, Bronto)	11
Project Management (JIRA, Basecamp, Timeforce, Trello)	11

Table 63. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
E. marketing project manager	12
E.marketing information specialist	12
Marketing Metrics Manager	12
Expert in Business Intelligence	11
Expert in Web Analytics/Data Analytics	11
Internet marketing content manager	11
Internet research specialist	11
Market analytic	11
Martech specialist	10
Social media development administrator	10
Social media specialist	10

Table 64. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
E.sales and marketing department	14
(Traditional) Business companies	12
Advertising agencies	12
E.marketing and internet communication companies	12
Market analytic service companies	12
Start-Ups	11
Media and technology companies	10
International internet content organizations	9
Science and study sector	9
Public and government bodies	8

TOP CHOICES OF **REPRESENTATIVE OF BUSINESS (STAKEHOLDER)** IN **LATVIA**:

Table 65. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Web Analytics & A/B Testing	34
Digital Strategy	32
Web Experience Management	31
Understanding of customer personas and their needs	30
Sustainable Growth marketing Strategies	29
Targeting & Optimization	29
Strong communication	28
User Acquisition	28
Competitive Intelligence	27
Customer Experience UX	27
Customer loyalty, retention, and satisfaction campaigns design and execution	27
Data Science & Big Data	27

Table 66. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	35
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	34
Content Marketing (WordPress, Yoast SEO plug-in)	32
Email Marketing (Mailchimp, Constant Contact, AWeber)	31
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	31
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	31
Project Management (JIRA, Basecamp, Timeforce, Trello)	30
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	28
CRM	27
Web Development (WordPress, Magento, Joomla, Drupal)	27

Table 67. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Expert in Web Analytics/Data Analytics	29
E. marketing project manager	28
Market analytic	27
E.marketing web designer	26
Internet marketing content manager	26
E.marketing information specialist	25
Expert in Business Intelligence	25
Social media development administrator	25
Marketing Metrics Manager	24
Social media specialist	24

Table 68. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
Media and technology companies	25
E.marketing and internet communication companies	23
E.sales and marketing department	23
Science and study sector	22
(Traditional) Business companies	21
Public and government bodies	21
Start-Ups	21
International internet content organizations	19
Advertising agencies	16
Market analytic service companies	13

TOP CHOICES OF **STUDENTS** IN **LITHUANIA**:

Table 69. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Strong communication	177
Understanding of customer personas and their needs	171
Customer Engagement	168
User Acquisition	165
Customer loyalty, retention, and satisfaction campaigns design and execution	160
Targeting & Optimization	160
Usability / Design	160
Web Experience Management	160
Crisis management in social networks	157
Bussiness Intelligence	156
Digital Strategy	156

Table 70. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	182
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	169
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	166
Mobile Marketing	162
Excel	159
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	152
Content Marketing (WordPress, Yoast SEO plug-in)	146
Video Marketing	146
Affiliate Marketing (CJ by Conversant, Impact Radius)	145
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	143

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Table 71. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Social media specialist	163
Internet marketing content manager	161
Internet research specialist	153
Marketing Metrics Manager	153
Brand manager	152
E.marketing information specialist	152
Market analytic	148
E. marketing project manager	146
Expert in Business Intelligence	142
Social media development administrator	142

Table 72. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
Advertising agencies	177
Market analytic service companies	173
E.sales and marketing department	171
Media and technology companies	170
E.marketing and internet communication companies	169
International internet content organizations	169
(Traditional) Business companies	151
Start-Ups	148
Public and government bodies	134
Science and study sector	134

TOP CHOICES OF **HEI REPRESENTATIVE (ACADEMIC)** IN **LITHUANIA**:

Table 73. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Strong communication	41
Understanding of customer personas and their needs	41
Customer Engagement	39
Customer loyalty, retention, and satisfaction campaigns design and execution	39
Digital Strategy	39
Growth Hacking (Growth Marketing)	39
Strategic creativity	38
Web Experience Management	38
Customer Experience UX	37
Targeting & Optimization	37

Table 74. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
CRM	39
Mobile Marketing	39
Video Marketing	39
Excel	38
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	38
Geo-Targeting PPC	37
Marketing and Sales Automation (Marketo, Pardot, Bronto)	37
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	37
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	36
Building and managing customer experience teams	35
Paid Search Marketing	35

Table 75. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Marketing Metrics Manager	40
Expert in Business Intelligence	38
Martech specialist	38
Brand manager	37
Internet marketing content manager	37
PPC manager	37
E.marketing web designer	36
Internet research specialist	36
Market analytic	36
Social media specialist	36

Table 76. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
Advertising agencies	42
E.marketing and internet communication companies	41
Market analytic service companies	41
E.sales and marketing department	38
International internet content organizations	38
Media and technology companies	38
Start-Ups	35
(Traditional) Business companies	30
Public and government bodies	25
Science and study sector	24

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TOP CHOICES OF **TEACHER OF OTHER EDUCATIONAL LEVELS** IN **LITHUANIA**:

Table 77. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Digital Strategy	9
Growth Hacking (Growth Marketing)	7
Predictive Analysis & Attribution	7
Sustainable Growth marketing Strategies	7
Targeting & Optimization	7
Blockchain marketing use cases	6
Bussiness Intelligence	6
Cyber cecurity	6
Competitive Intelligence	6
Crisis management in social networks	6
Customer Engagement	6
Customer Experience UX	6
Customer loyalty, retention, and satisfaction campaigns design and execution	6
Data modeling and evaluation	6
Data Science & Big Data	6
Expert storyteller	6
Intellectual property positioning and protection	6
Leadership	6
Programmatic Advertising	6
Retargeting	6
Software engineering and system design	6
Strategic creativity	6
Strong communication	6
Understanding of customer personas and their needs	6
Usability / Design	6
User Acquisition	6
Web Analytics & A/B Testing	6
Web Development - Custom	6
Web Experience Management	6

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Table 78. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Affiliate Marketing (CJ by Conversant, Impact Radius)	7
Applying Cyber security solutions software	7
Applying machine learning algorithms and libraries	7
Building and managing customer experience teams	7
Content Marketing (WordPress, Yoast SEO plug-in)	7
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	7
CRM	7
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	7
Email Marketing (Mailchimp, Constant Contact, AWeber)	7
Excel	7
Geo-Targeting PPC	7
Marketing and Sales Automation (Marketo, Pardot, Bronto)	7
Mobile Marketing	7
Paid Search Marketing	7
Python, PHP, .NET, Java or other backend programming technologies	7
Project Management (JIRA, Basecamp, Timeforce, Trello)	7
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	7
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	7
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	7
SQL, Database administration	7
Tableau	7
Video Marketing	7
Web Development (WordPress, Magento, Joomla, Drupal)	7
Webdevelopment - Content Management Systems	7

Table 79. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
E.marketing information specialist	8
Martech specialist	8
Brand manager	7
E. marketing project manager	7
E.marketing web designer	7
Expert in Business Intelligence	7
Expert in Web Analytics/Data Analytics	7
Internet marketing content manager	7
Internet research specialist	7
IS designer	7
IS quality assurance specialist	7
Market analytic	7
Marketing Metrics Manager	7
PPC manager	7
System analytic	7
Social media development administrator	7
Social media specialist	7

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Table 80. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
(Traditional) Business companies	7
E.marketing and internet communication companies	7
E.sales and marketing department	7
International internet content organizations	7
Market analytic service companies	7
Science and study sector	7
Start-Ups	7
Advertising agencies	6
Media and technology companies	6
Public and government bodies	6

TOP CHOICES OF **REPRESENTATIVE OF BUSINESS (STAKEHOLDER)** IN **LITHUANIA**:

Table 81. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Customer Engagement	12
Customer loyalty, retention, and satisfaction campaigns design and execution	11
Strategic creativity	11
Crisis management in social networks	10
Growth Hacking (Growth Marketing)	10
Data Science & Big Data	9
Predictive Analysis & Attribution	9
Targeting & Optimization	9
Understanding of customer personas and their needs	9
User Acquisition	9
Web Analytics & A/B Testing	9
Web Experience Management	9

Table 82. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	11
Building and managing customer experience teams	10
Email Marketing (Mailchimp, Constant Contact, AWeber)	10
Mobile Marketing	10
Content Marketing (WordPress, Yoast SEO plug-in)	9
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	9
Geo-Targeting PPC	9
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	9
Video Marketing	9
Marketing and Sales Automation (Marketo, Pardot, Bronto)	8
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	8

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Table 83. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Brand manager	11
E. marketing project manager	11
Market analytic	11
Marketing Metrics Manager	11
Expert in Business Intelligence	10
Internet marketing content manager	10
Internet research specialist	10
Martech specialist	10
E.marketing information specialist	9
E.marketing web designer	9
Social media development administrator	9
Social media specialist	9

Table 84. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
E.sales and marketing department	12
Market analytic service companies	12
Advertising agencies	11
E.marketing and internet communication companies	11
(Traditional) Business companies	10
International internet content organizations	10
Media and technology companies	10
Start-Ups	9
Public and government bodies	8
Science and study sector	8

TOP CHOICES OF **PUBLIC ADMINISTRATION REPRESENTATIVE** IN **LITHUANIA**:

Table 85. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Bussiness Intelligence	6
Competitive Intelligence	6
Customer loyalty, retention, and satisfaction campaigns design and execution	6
Data Science & Big Data	6
Leadership	6
Strategic creativity	6
Strong communication	6
Targeting & Optimization	6
Understanding of customer personas and their needs	6
Customer Engagement	5
Customer Experience UX	5
Data modeling and evaluation	5
Expert storyteller	5
Intellectual property positioning and protection	5
Predictive Analysis & Attribution	5
Probability and statistics	5
Retargeting	5
Usability / Design	5

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Table 86. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Affiliate Marketing (CJ by Conversant, Impact Radius)	5
Content Marketing (WordPress, Yoast SEO plug-in)	5
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	5
Marketing and Sales Automation (Marketo, Pardot, Bronto)	5
Python, PHP, .NET, Java or other backend programming technologies	5
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	5
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	5
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	5
SQL, Database administration	5
Applying Cyber security solutions software	4
Applying machine learning algorithms and libraries	4
Building and managing customer experience teams	4
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	4
Email Marketing (Mailchimp, Constant Contact, AWeber)	4
Excel	4
Geo-Targeting PPC	4
Mobile Marketing	4
Paid Search Marketing	4
Project Management (JIRA, Basecamp, Timeforce, Trello)	4
Tableau	4
Video editing	4
Video Marketing	4
Web Development (WordPress, Magento, Joomla, Drupal)	4
Webdevelopment - Content Management Systems	4

Table 87. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Brand manager	5
E. marketing project manager	5
E.marketing information specialist	5
Expert in Business Intelligence	5
Expert in Web Analytics/Data Analytics	5
Internet marketing content manager	5
Internet research specialist	5
IS designer	5
Marketing Metrics Manager	5
PPC manager	5
Social media development administrator	5
Social media specialist	5

Table 88. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
Advertising agencies	5
E.marketing and internet communication companies	5
E.sales and marketing department	5
International internet content organizations	5
Market analytic service companies	5
(Traditional) Business companies	4
Media and technology companies	4
Public and government bodies	4
Science and study sector	4
Start-Ups	4

TOP CHOICES OF **REPRESENTATIVE OF BUSINESS (STAKEHOLDER)** IN **LITHUANIA**:

Table 89. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Bussiness Intelligence	4
Competitive Intelligence	4
Customer loyalty, retention, and satisfaction campaigns design and execution	4
Growth Hacking (Growth Marketing)	4
Strong communication	4
Understanding of customer personas and their needs	4
Cyber cecurity	3
Crisis management in social networks	3
Customer Engagement	3
Customer Experience UX	3
Intellectual property positioning and protection	3
Predictive Analysis & Attribution	3
Retargeting	3
Sustainable Growth marketing Strategies	3
Targeting & Optimization	3
Web Experience Management	3

Table 90. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
CRM	4
Excel	4
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	4
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	4
Applying Cyber security solutions software	3
Applying machine learning algorithms and libraries	3
Building and managing customer experience teams	3
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	3
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	3
Email Marketing (Mailchimp, Constant Contact, AWeber)	3
Geo-Targeting PPC	3
Mobile Marketing	3
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	3
Video Marketing	3

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Table 91. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Brand manager	4
Internet marketing content manager	4
Marketing Metrics Manager	4
Martech specialist	4
E. marketing project manager	3
E.marketing information specialist	3
E.marketing web designer	3
Expert in Business Intelligence	3
Market analytic	3
PPC manager	3
Social media specialist	3

Table 92. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
Advertising agencies	4
E.marketing and internet communication companies	4
Media and technology companies	4
(Traditional) Business companies	3
E.sales and marketing department	3
International internet content organizations	3
Market analytic service companies	3
Start-Ups	3
Public and government bodies	2
Science and study sector	2

TOP CHOICES OF **STUDENTS** IN **ROMANIA**:

Table 93. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Understanding of customer personas and their needs	164
Strong communication	155
Strategic creativity	153
Web Experience Management	138
Digital Strategy	136
Bussiness Intelligence	132
Customer Engagement	129
Usability / Design	129
Targeting & Optimization	128
Crisis management in social networks	124

Table 94. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Excel	143
CRM	137
Mobile Marketing	133
Building and managing customer experience teams	118
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	114
Geo-Targeting PPC	112
Marketing and Sales Automation (Marketo, Pardot, Bronto)	111
Email Marketing (Mailchimp, Constant Contact, AWeber)	106
Video Marketing	106
Paid Search Marketing	105
Tableau	105

Table 95. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Social media specialist	130
Market analytic	120
E. marketing project manager	119
E.marketing information specialist	117
Internet research specialist	116
Martech specialist	114
E.marketing web designer	111
Expert in Web Analytics/Data Analytics	110
Expert in Business Intelligence	108
Social media development administrator	108

Table 96. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
Advertising agencies	117
E.sales and marketing department	116
E.marketing and internet communication companies	110
International internet content organizations	106
Media and technology companies	105
Start-Ups	100
Market analytic service companies	92
(Traditional) Business companies	88
Science and study sector	76
Public and government bodies	75

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TOP CHOICES OF **HEI REPRESENTATIVE (ACADEMIC)** IN **ROMANIA**:

Table 97. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Strong communication	43
Digital Strategy	36
Understanding of customer personas and their needs	34
Predictive Analysis & Attribution	32
Web Experience Management	31
Data modeling and evaluation	30
Probability and statistics	30
Strategic creativity	30
Sustainable Growth marketing Strategies	30
Usability / Design	30
User Acquisition	30

Table 98. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Excel	41
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	36
CRM	35
Tableau	35
Video Marketing	35
Email Marketing (Mailchimp, Constant Contact, AWeber)	33
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	33
Video editing	32
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	31
Mobile Marketing	30
Web Development (WordPress, Magento, Joomla, Drupal)	30

Table 99. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Internet research specialist	35
Market analytic	33
Expert in Web Analytics/Data Analytics	32
E.marketing information specialist	30
E.marketing web designer	30
Martech specialist	29
System analytic	28
Social media specialist	28
Expert in Business Intelligence	23
IS quality assurance specialist	23

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Table 100. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
E.marketing and internet communication companies	36
Market analytic service companies	36
E.sales and marketing department	34
International internet content organizations	33
Media and technology companies	33
Start-Ups	32
Advertising agencies	31
Science and study sector	27
(Traditional) Business companies	26
Public and government bodies	24

TOP CHOICES OF **TEACHER OF OTHER EDUCATIONAL LEVELS** IN **ROMANIA**:

Table 101. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Digital Strategy	31
Probability and statistics	29
Strong communication	28
Competitive Intelligence	27
Strategic creativity	26
Predictive Analysis & Attribution	25
Crisis management in social networks	24
Usability / Design	24
Web Development - Custom	24
Data modeling and evaluation	23
Web Experience Management	23

Table 102. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Excel	35
Video editing	33
Tableau	30
Applying Cyber security solutions software	23
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	21
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	20
Web Development (WordPress, Magento, Joomla, Drupal)	20
Email Marketing (Mailchimp, Constant Contact, AWeber)	19
Geo-Targeting PPC	19
Paid Search Marketing	19
Video Marketing	19

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Table 103. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Market analytic	16
Martech specialist	13
Social media specialist	11
E.marketing web designer	10
Social media development administrator	8
E. marketing project manager	7
Expert in Business Intelligence	7
Internet marketing content manager	7
Internet research specialist	7
IS designer	7
Marketing Metrics Manager	7

Table 104. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
Science and study sector	15
(Traditional) Business companies	14
Start-Ups	14
Public and government bodies	12
Media and technology companies	10
Advertising agencies	9
E.sales and marketing department	9
E.marketing and internet communication companies	7
International internet content organizations	7
Market analytic service companies	5

TOP CHOICES OF **REPRESENTATIVE OF BUSINESS (STAKEHOLDER)** IN **ROMANIA**:

Table 105. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Strong communication	14
Customer loyalty, retention, and satisfaction campaigns design and execution	12
Data modeling and evaluation	12
Predictive Analysis & Attribution	12
Sustainable Growth marketing Strategies	11
Understanding of customer personas and their needs	11
Blockchain marketing use cases	10
Data Science & Big Data	10
Digital Strategy	10
Intellectual property positioning and protection	10
Leadership	10
Programmatic Advertising	10
Strategic creativity	10

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Table 106. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Applying machine learning algorithms and libraries	10
Excel	10
Mobile Marketing	10
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	10
SQL, Database administration	10
Tableau	10
Building and managing customer experience teams	9
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	9
CRM	9
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	9
Marketing and Sales Automation (Marketo, Pardot, Bronto)	9
Paid Search Marketing	9
Python, PHP, .NET, Java or other backend programming technologies	9
Project Management (JIRA, Basecamp, Timeforce, Trello)	9
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	9
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	9
Video editing	9
Video Marketing	9
Webdevelopment - Content Management Systems	9

Table 107. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
Brand manager	13
Expert in Business Intelligence	12
Expert in Web Analytics/Data Analytics	12
Market analytic	12
E. marketing project manager	11
E.marketing information specialist	11
Internet research specialist	11
Marketing Metrics Manager	11
Product manager	11
Social media specialist	11

TOP CHOICES OF **PUBLIC ADMINISTRATION REPRESENTATIVE** IN **ROMANIA**:

Table 108. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Customer loyalty, retention, and satisfaction campaigns design and execution	4
Strong communication	4
Customer Engagement	3
Data modeling and evaluation	3
Digital Strategy	3
Expert storyteller	3
Growth Hacking (Growth Marketing)	3
Intellectual property positioning and protection	3
Predictive Analysis & Attribution	3
Probability and statistics	3
Retargeting	3
Strategic creativity	3
Sustainable Growth marketing Strategies	3
Targeting & Optimization	3
Understanding of customer personas and their needs	3
User Acquisition	3

Table 109. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
CRM	4
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	4
Building and managing customer experience teams	3
Content Marketing (WordPress, Yoast SEO plug-in)	3
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	3
Geo-Targeting PPC	3
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	3
Video Marketing	3
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	2
Email Marketing (Mailchimp, Constant Contact, AWeber)	2
Excel	2
Marketing and Sales Automation (Marketo, Pardot, Bronto)	2
Mobile Marketing	2
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	2
Tableau	2
Video editing	2
Web Development (WordPress, Magento, Joomla, Drupal)	2
Webdevelopment - Content Management Systems	2

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Table 110. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
E.marketing web designer	4
Internet marketing content manager	4
E. marketing project manager	3
E.marketing information specialist	3
Market analytic	3
Marketing Metrics Manager	3
Product manager	3
Social media specialist	3
Internet research specialist	2
IS quality assurance specialist	2
Martech specialist	2

Table 111. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
Advertising agencies	4
Market analytic service companies	4
(Traditional) Business companies	3
E.marketing and internet communication companies	3
E.sales and marketing department	3
International internet content organizations	3
Media and technology companies	3
Public and government bodies	3
Science and study sector	3
Start-Ups	3

TOP CHOICES OF **REPRESENTATIVE OF BUSINESS (STAKEHOLDER)** IN **ROMANIA**:

Table 112. Competences for digital marketing specialist

Competences for digital marketing specialist	Points
Strong communication	14
Probability and statistics	12
Usability / Design	12
Bussiness Intelligence	11
Crisis management in social networks	11
Customer Engagement	11
Intellectual property positioning and protection	11
Predictive Analysis & Attribution	11
Competitive Intelligence	10
Data modeling and evaluation	10
Data Science & Big Data	10
Leadership	10
Strategic creativity	10
Understanding of customer personas and their needs	10
Web Experience Management	10

Table 113. Professional skills for digital marketing specialist

Professional skills for digital marketing specialist	Points
Building and managing customer experience teams	13
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	13
Email Marketing (Mailchimp, Constant Contact, AWeber)	13
Excel	13
Geo-Targeting PPC	13
Marketing and Sales Automation (Marketo, Pardot, Bronto)	13
Paid Search Marketing	13
Tableau	13
Video Marketing	13
Content Marketing (WordPress, Yoast SEO plug-in)	12
Video editing	12

Table 114. Digital marketing competences and professional skills for current positions

Digital marketing competences and professional skills for current positions	Points
E.marketing information specialist	16
Expert in Web Analytics/Data Analytics	16
Internet research specialist	16
Social media development administrator	16
Brand manager	15
Market analytic	15
Expert in Business Intelligence	14
Marketing Metrics Manager	14
Social media specialist	14
E. marketing project manager	13
Internet marketing content manager	13
IS designer	13
IS quality assurance specialist	13
Martech specialist	13
PPC manager	13
Product manager	13

Table 115. Digital marketing competences and professional skills for current business entities/types of organization

Digital marketing competences and professional skills for current business entities/types of organization	Points
Market analytic service companies	14
Advertising agencies	13
E.sales and marketing department	13
International internet content organizations	13
Media and technology companies	13
E.marketing and internet communication companies	11
(Traditional) Business companies	10
Public and government bodies	10
Science and study sector	10
Start-Ups	9

ANNEXES

Annex 1. Survey form adopted to Lithuanian (VU)

Analysis of future digital marketing competences
(the same information (text) is prepared in English (EN)/Lithuanian (LT) languages)

Dear Respondent,

let us to thank You in advance You for dedicated time to this survey.

This survey will help with proper implementation of international project Fuse IT (Future competences pathways for marketing and ICT education) (No. 2019-1-LT01-KA203-060730) funded by the Erasmus+ programme. Project addresses the education and labor market requirements for professional skills and knowledge for students and graduates in university (including life-long learning activities). The main intellectual outputs are related to marketing (digital marketing competences (DMC)) and future competencies and they will include:

1. Guidelines and study analysis in Higher education
2. Curriculum development and localization
3. E-learning material in separate parts for different subjects (specialization)
4. Simulations for education
5. Self-evaluation with certification testing
6. Methodological guidelines

This survey will gather information from teachers relating to their use of these tools and will help to shape the content of the curriculum. The data is gathered anonymously and will only be used for the purpose of the project.

The survey should take approximately 15 minutes to complete.
For contacts:

Gerbiamas Respondente,

leiskite Jums padėkoti už Jūsų laiką, skirtą šiai apklausai.

Apklausa reikalinga siekiant įgyvendinti tarptautinį projektą Marketingo ir IKT ateities kompetencijų gairės Fuse IT (Nr. 2019-1-LT01-KA203-060730), kuris remiamas pagal Erasmus+ programą. Projekto tikslas yra išanalizavus esamą padėtį sukurti ir įdiegti mokymo programą, skirtą IKT žinių ir gebėjimų, reikalingų profesinei veiklai rinkodaros srityje, ugdymui. Projekto planuojami rezultatai:

1. Aukštojo mokslo gairės ir studijų analizė.
2. Mokymo programa (Curriculum);
3. El. mokymosi medžiaga;
4. Ugdymo modeliavimas;
5. Savianalizės ir žinių įvertinimo sistema;
6. Metodinės gairės.

Tikimės, kad Jūsų pateikta informacija padės mums pagerinti šios problematikos mokymo(si) turinį. Apklausa yra anoniminė. Jūsų atsakymai bus naudojami projekto tikslams ir tik statistiškai apibendrinti su kitų respondentų atsakymais.

Atsakymas į klausimus užtruks apie 15 minučių.

Kontaktams:

General information about You:/ Bendroji informacija apie Respondentą

You are:/ Jūs esate
• student/ studentas
• HEI representative (academic)/ aukštosios mokyklos atstovas (dėstytojas)
• Representative of business (stakeholder)/ verslo atstovas (socialinis partneris)
• DC training center representative / verslo mokymo centro atstovas
• Public administration representative/Viešojo administravimo atstovas
• Teacher of other educational levels /Kitų mokymo lygių mokytojas

Gender:/Lytis:
- female/moteris
- male/vyras
- other/kita

Age group (year):/Jūsų amžiaus grupė (metai):
- 18-29
- 30-40
- 41-50
- 51-60
- 60+

I. Please specify level of these competences necessary for digital marketing specialist
(*foundation- lowest level, *highly specialized- highest level):

Įvertinkite šių kompetencijų lygmenį būtiną skaitmeninio marketingo specialistui (*pradmenys- žemiausias lygmuo, *ekspertas- aukščiausias lygmuo):

EN:	LT:
Levels:	**Vertinimo lygiai:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	*nereikalinga/*pradmenys/*pagrindai/*pažengęs vartotojas/*ekspertas/*nežinau
Competences:	**Kompetencijos:**
Digital Strategy	Skaitmeninė strategija
Web Experience Management	Vartotojų internetinės veiklos patirties valdymas
Usability / Design	Tinklapio patogumas vartotojui/dizainas
Growth Hacking (Growth Marketing)	Augimo rinkodara (duomenimis, prielaidų ir hipotezių tikrinimo principais grindžiama eksperimentinė rinkodara)
Retargeting	Pakartotinė rinkodara
Customer Engagement	Vartotojo įtraukimas
Customer Experience UX	Vartotojų potyriais (5 jutimais) grindžiama rinkodaros komunikacija ir analitika
User Acquisition	Vartotojų įgijimas
Expert storyteller	Patrauklus faktų pateikimas
Targeting & Optimization	Tikslinga rinkodara ir optimizavimas
Understanding of customer personas and their needs	Vartotojo bei jo poreikių pažinimas
Data Science & Big Data	Duomenų mokslas ir Didieji duomenys (duomenų analitikos sritys)
Web Development - Custom	Tinklapio kūrimas (pagal užsakymą)
Web Analytics & A/B Testing	Interneto analitika ir A/B testavimas, skaitmeninio turinio pateikimo su kintančiu elementu testavimas
Computer science fundamentals and programming	Informatikos bei programavimo pagrindai
Strategic creativity	Strateginis kūrybiškumas
Probability and statistics	Tikimybės bei statistikos metodika
Data modeling and evaluation	Duomenų modeliavimas bei analizė
Customer loyalty, retention, and satisfaction campaigns design and execution	Vartotojų lojalumo, pritraukimo bei pasitenkinimo kampanijų kūrimas ir valdymas
Strong communication	Efektyvi komunikacija
Predictive Analysis & Attribution	Prognozinė analitika

EN:	LT:
Software engineering and system design	Programų inžinerija bei sistemų kūrimas
Sustainable Growth marketing Strategies	Tvariojo augimo rinkodaros strategijos
Programmatic Advertising	Automatizuota reklama
Blockchain marketing use cases	Blokų grandinių principu grindžiami rinkodaros modeliai
Leadership	Lyderystė (vadovavimas)
Intellectual property positioning and protection	Intelektinės nuosavybės valdymas bei apsauga
Cyber cecurity	Kibernetinė sauga
Competitive Intelligence	Konkurencinė žvalgyba
Bussiness Intelligence	Verslo žvalgyba
Crisis management in social networks	Krizių valdymas socialiniuose tinkluose
OTHER (please specify)	Kita (įrašykite):

II. Please specify level of these professional skills necessary for digital marketing specialist
(*foundation- lowest level, *highly specialized- highest level):
Įvertinkite šių įgūdžių lygmenį būtiną skaitmeninio marketingo specialistui
(*pradmenys- žemiausias lygmuo, *ekspertas- aukščiausias lygmuo):

EN:	LT:
Levels:	**Vertinimo lygiai:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	*nereikalinga/*pradmenys/*pagrindai/*pažengęs vartotojas/*ekspertas/*nežinau
Skils:	**Įgūdžiai:**
Content Marketing (WordPress, Yoast SEO plug-in)	Marketingo turinio valdymas (WordPress, Yoast SEO plug-in)
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	Skaitmeninė analitika (Google Analytics, Adobe Analytics, Optimizel)
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	Internetinės paieškos optimizavimas (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	Paieškos sistemų marketingas (SEM) (Google AdWords, Bing Ads)
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	Konversijų lygio optimizavimas (CRO) (Optimizely, Google Tag Manager, Craft)
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	Socialinių tinklų marketingas (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)
Affiliate Marketing (CJ by Conversant, Impact Radius)	Partnerysčių rinkodara (CJ by Conversant, Impact Radius)
Python, PHP, .NET, Java or other backend programming technologies	Python, PHP, .NET, Java ir kitų programavimo technologijų įgūdžiai
SQL, Database administration	SQL programavimo įgūdžiai, duomenų bazių administravimas
Excel	Excel programos išmanymas
Marketing and Sales Automation (Marketo, Pardot, Bronto)	Rinkodaros ir pardavimų automatizavimas (Marketo, Pardot, Bronto)
Video Marketing	Video rinkodara
Video editing	Video redagavimas
Tableau	Tableau įrankio išmanymas

EN:	LT:
Email Marketing (Mailchimp, Constant Contact, AWeber)	Elektroninio pašto rinkodara (Mailchimp, Constant Contact, AWeber)
Geo-Targeting PPC	Tikslinė rinkodara pagal geografinius indikatorius
Web Development (WordPress, Magento, Joomla, Drupal)	Tinklapio kūrimas (WordPress, Magento, Joomla, Drupal)
Webdevelopment - Content Management Systems	Tinklapio kūrimas (Turinio rinkodaros sistemos)
Project Management (JIRA, Basecamp, Timeforce, Trello)	Projektų valdymo įrankiai (JIRA, Basecamp, Timeforce, Trello)
Paid Search Marketing	Mokamos internetinės paieškos (reklamos) rinkodara
Building and managing customer experience teams	Vartotojų patirties grupių kūrimas ir valdymas
CRM	Klientų santykių valdymas
Mobile Marketing	Mobilioji rinkodara
Applying machine learning algorithms and libraries	„Mašininio" mokymosi algoritmų bei duomenų bazių („bibliotekų") taikymas
Applying Cyber security solutions software	Kibernetinio saugumo programinių sprendimų taikymas
OTHER (please specify)	KITA (įrašykite):

III. Please specify level of digital marketing competences and professional skills necessary for current positions (*foundation- lowest level, *highly specialized- highest level):
Įvertinkite skaitmeninio marketingo kompetencijų bei įgūdžių svarbą/ reikšmę šioms profesinės veiklos pozicijoms (*pradmenys- žemiausias lygmuo, *ekspertas- aukščiausias lygmuo):

EN:	LT:
Levels:	**Vertinimo lygiai:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	*nereikalinga/*pradmenys/*pagrindai/*pažengęs vartotojas/*ekspertas/*nežinau
Positions:	**Profesinės veiklos pozicijos:**
Internet marketing content manager	Interneto rinkodaros, turinio vadybininkais
E.marketing web designer	E. reklamos, žiniatinklio kūrėjas
PPC manager	PPC mokamos reklamos, (angl. pay per click) vadybininkas
Social media specialist	Socialinių medijų specialistas
Martech specialist	Rinkodaros technologijų specialistas
E.marketing information specialist	E. rinkodaros informacijos analitikas
Social media development administrator	Socialinių medijų vystymo administratorius
Internet research specialist	Internetinių tyrimų specialistas
System analytic	Sistemų analitikas
IS designer	Informacinių sistemų projektuotojas
Market analytic	Rinkos analitikas
Product manager	Produkto vadybininkas
IS quality assurance specialist	IS projektų kokybės priežiūros specialistas
E. marketing project manager	Projektų vadovas elektroninės rinkodaros ir internetinių sprendimų srityse
Expert in Web Analytics/Data Analytics	Tinklapių/Duomenų analitikos ekspertas
Expert in Business Intelligence	Verslo informacijos valdymo ekspertas
Marketing Metrics Manager	Rinkodaros rodiklių vadovas

EN:	LT:
Brand manager	Prekės ženklo vadovas
OTHER (please specify)	KITA (įrašykite):

IV. Please specify level of digital marketing competences and professional skills necessary for current business entities/types of organization (*foundation- lowest level, *highly specialized- highest level):

Įvertinkite skaitmeninio marketingo kompetencijų bei įgūdžių svarbą/ reikšmę šiems organizacijos tipams (*pradmenys- žemiausias lygmuo, *ekspertas- aukščiausias lygmuo):

EN:	LT:
Levels:	**Vertinimo lygiai:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	*nereikalinga/*pradmenys/*pagrindai/*pažengęs vartotojas/*ekspertas/*nežinau
Business:	**Organizacijos:**
Start-Ups	Startuoliai (angl. Start-Up)
(Traditional) Business companies	("Tradicinės") verslo įmonės
Public and government bodies	Vyriausybinės organizacijos ir kitos valdžios struktūros
Science and study sector	Mokslo, studijų ir švietimo įstaigos
E.marketing and internet communication companies	Elektroninės rinkodaros, interneto komunikacijos kompanijos
E.sales and marketing department	Elektroninių pardavimų ir rinkodaros skyrius
Advertising agencies	Reklamos agentūros
Media and technology companies	Žiniasklaidos ar technologijų kompanijos
International internet content organizations	Tarptautinės interneto turinio kūrimo ir sklaidos organizacijos
Market analytic service companies	Rinkodaros analitikos paslaugų įmonės
OTHER (please specify)	KITA (įrašykite):

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Annex 2. Survey form adopted to Portuguese (IPT)

Analysis of future digital marketing competences
(the same information (text) is prepared in English (EN)/Portuguese (PT) languages)

Dear Respondent,
let us to thank You in advance You for dedicated time to this survey.
This survey will help with proper implementation of international project Fuse IT (Future competences pathways for marketing and ICT education) (No. 2019-1-LT01-KA203-060730) funded by the Erasmus+ programme. Project addresses the education and labor market requirements for professional skills and knowledge for students and graduates in university (including life-long learning activities). The main intellectual outputs are related to marketing (digital marketing competences (DMC)) and future competencies and they will include:
1. Guidelines and study analysis in Higher education
2. Curriculum development and localization
3. E-learning material in separate parts for different subjects (specialization)
4. Simulations for education
5. Self-evaluation with certification testing
6. Methodological guidelines
This survey will gather information from teachers relating to their use of these tools and will help to shape the content of the curriculum. The data is gathered anonymously and will only be used for the purpose of the project.

The survey should take approximately 15 minutes to complete.
For contacts:

Estimado inquirido,

Gostaríamos de agradecer antecipadamente o tempo despendido na resposta a este inquérito.

Este inquérito ajudará na implementação adequada do projeto internacional Fuse IT (desenvolvimento futuro de competências para marketing e educação em TIC) (Nº 2019-1-LT01-KA203-060730) financiado pelo programa Erasmus+. O projeto aborda os requisitos de formação e mercado de trabalho para competências profissionais e conhecimentos para estudantes e diplomados do ensino superior (incluindo atividades de aprendizagem ao longo da vida). As principais produções intelectuais estão relacionadas com o marketing (competências de marketing digital (DMC)) e futuras competências, que inclui:
1. Diretrizes e análise de estudo no Ensino Superior
2. Desenvolvimento curricular e localização
3. Material de e-learning em partes separadas para diferentes assuntos (especialização)
4. Simulações em educação
5. Autoavaliação com testes de certificação
6. Orientações metodológicas

Este inquérito destina-sea recolher informações dos professores relativamente à utilização destas ferramentas e servirá de suporte para o desenvolvimento do currículo.

Os dados serão recolhidos anonimamente e só serão utilizados neste projeto.
O tempo de resposta a este inquérito é de aproximadamente 15 minutos.

Para contactos:

General information about You:
Dados pessoais:
You are:/ Você é
• student/ aluno
• HEI representative (academic)/ Representante de Instituição de Ensino Superior (académico)
• Representative of business (stakeholder) / Representante do Setor Empresarial (parte interessada)

- DC training center representative / Representante de Entidade de Formação em Competências Digitais
- Public administration/ Administração Pública
- Teachers of other educational levels / Professores de outros níveis de ensino

Gender:/ Género
- female/ feminino
- male/ masculino
- other/ outro

Age group (year):/ Faixa etária:
- 18-29
- 30-40
- 41-50
- 51-60
- 60+

I.Please specify level of these competences necessary for digital marketing specialist
(*foundation- lowest level, *highly specialized- highest level):
 Por favor, especifique o nível de competências necessárias para um especialista em marketing digital
(*básico – nível mais baixo, * altamente especializado – nível mais alto):

EN:	PT:
Levels:	**Níveis:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	*desnecessário/*básico/*intermédio/*avançado/*altamente especializado/*não sei
Competences:	**Competências:**
Digital Strategy	Estratégia Digital
Web Experience Management	Web Experience Management
Usability / Design	Funcionalidade / Design
Growth Hacking (Growth Marketing)	Marketing de crescimento (Growth Marketing)
Retargeting	Ressegmentação de Audiência (Retargeting)
Customer Engagement	Envolvimento do cliente
Customer Experience UX	Experiência de Cliente UX
User Acquisition	Aquisição de Utilizadores
Expert storyteller	Especialista em Storytelling
Targeting & Optimization	Segmentação e Otimização
Understanding of customer personas and their needs	Entendimento dos perfis de cliente e as suas necessidades
Data Science & Big Data	Ciências da Informação e Big Data
Web Development - Custom	Análise web e testes a/b
Web Analytics & A/B Testing	Desenvolvimento Web personalizado
Computer science fundamentals and programming	Fundamentos de ciência computacional e programação
Strategic creativity	Criatividade estratégica
Probability and statistics	Probabilidades e estatística
Data modeling and evaluation	Modelação e Avaliação de Dados
Customer loyalty, retention, and satisfaction campaigns design and execution	Fidelização e retenção de clientes , design e realização de campanhas de satisfação
Strong communication	Comunicação forte
Predictive Analysis & Attribution	Análise preditiva e atribuição
Software engineering and system design	Engenharia de software e desenho de sistemas
Sustainable Growth marketing Strategies	Estratégias de Marketing para um crescimento sustentável

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EN:	PT:
Programmatic Advertising	Publicidade programada/automatizada
Blockchain marketing use cases	Casos de utilização de marketing de blockchain
Leadership	Liderança
Intellectual property positioning and protection	Posicionamento e Proteção de Propriedade Intelectual
Cyber cecurity	Cibersegurança
Competitive Intelligence	Inteligência competitiva
Bussiness Intelligence	Inteligência Empresarial (Business Intelligence)
Crisis management in social networks	Gestão de crises nas redes sociais
OTHER (please specify)	Outros (por favor especifique)

II. Please specify level of these professional skills necessary for digital marketing specialist
(*foundation- lowest level, *highly specialized- highest level):
Por favor especifique os níveis de competências profissionais necessárias para um especialista em marketing digital
(* básico – nível mais baixo, * altamente especializado – nível mais alto):

EN:	PT:
Levels:	Níveis:
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	*desnecessário/básico/*intermédio/*avançado/*altamente especializado/*não sei
Skils:	Competências:
Content Marketing (WordPress, Yoast SEO plug-in)	Marketing de conteúdos (wordpress, yoast seo plugin)
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	Análise Digital (Google Analytics, Adobe Analytics, Optimizel)
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	Optimização para motores de busca (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	Marketing de Motores de Busca (SEM) Google Adwords, Bing Ads)
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	Optimização de Taxas de Conversão (CRO) (optimizely, google tag manager, craft)
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	Marketing para Redes Sociais (Anúncios Facebook, Twitter, Linkedin, Hootsuite, Instagram, Youtube)
Affiliate Marketing (CJ by Conversant, Impact Radius)	Marketing de afiliados (CJ da Conversant, Impact Radius
Python, PHP, .NET, Java or other backend programming technologies	Python, PHP, .NET, Java ou outras tecnologias de programação no servidor
SQL, Database administration	SQL / Administração de bases de dados
Excel	Excel
Marketing and Sales Automation (Marketo, Pardot, Bronto)	Marketing e automação de vendas (Marketo, Pardot, Brondo)
Video Marketing	Marketing de Vídeo
Video editing	Edição de Vídeo
Tableau	Tableau
Email Marketing (Mailchimp, Constant Contact, AWeber)	Marketing para Email (Mailchimp, Constant contact, aWeber)
Geo-Targeting PPC	Geolocalização e segmentação de Audiências PPC
Web Development (WordPress, Magento, Joomla, Drupal)	Desenvolvimento Web (Wordpress, Magento, Jooma, Drupal)

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EN:	PT:
Webdevelopment - Content Management Systems	Desenvolvimento Web – Sistemas de gestão de conteúdos
Project Management (JIRA, Basecamp, Timeforce, Trello)	Gestão de Projetos (JIRA, Basecamp, Timeforce, Trello)
Paid Search Marketing	Marketing para Pesquisas Pagas
Building and managing customer experience teams	Desenvolvimento e gestão de equipas para o envolvimento com o cliente
CRM	Gestão de Relacionamento com o Cliente
Mobile Marketing	Marketing para Dispositivos Móveis
Applying machine learning algorithms and libraries	Aplicação de algoritmos e bibliotecas de aprendizagem automática
Applying Cyber security solutions software	Aplicação de soluções de software para a cibersegurança
OTHER (please specify)	Outros (por favor especifique)

III. Please specify level of digital marketing competences and professional skills necessary for current positions (*foundation- lowest level, *highly specialized- highest level):
Por favor especifique os níveis de competências de marketing digital e profissionais necessárias para os cargos em questão.
(*básico – nível mais baixo, * altamente especializado – nível mais alto):

EN:	PT:
Levels:	**Níveis:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	*desnecessário/*básico/*intermédio/*avançado/*altamente especializado/*não sei
Positions:	**Cargos:**
Internet marketing content manager	Gestor de Conteúdos de Marketing para a Internet
E.marketing web designer	Web designer para Marketing Eletrónico
PPC manager	Gestor PPC
Social media specialist	Especialista em Redes Sociais
Martech specialist	Especialista Martech
E.marketing information specialist	Especialista em Informação de Marketing Eletrónico
Social media development administrator	Administrador de Desenvolvimento de Redes Sociais
Internet research specialist	Especialista em Pesquisas na Internet
System analytic	Analista de sistemas
IS designer	Designer de Sistemas de Informação
Market analytic	Analista de Mercados
Product manager	Gestor de Produto
IS quality assurance specialist	Especialista em Qualidade de Sistemas de Informação
E. marketing project manager	Gestor de Projetos de Marketing Eletrónico
Expert in Web Analytics/Data Analytics	Especialista em Analítica na Web / Análise de Dados
Expert in Business Intelligence	Especialista em Inteligência Empresarial
Marketing Metrics Manager	Gestor de Métricas de Marketing
Brand manager	Gestor de Marca
OTHER (please specify)	Outros (por favor especifique)

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IV. Please specify level of digital marketing competences and professional skills necessary for current business entities/types of organization (*foundation- lowest level, *highly specialized- highest level):

Por favor especifique os níveis de competências de marketing digital e competências profissionais necessárias para as entidades empresariais / tipos de organização em questão

(*básico – nível mais baixo, * altamente especializado – nível mais alto)

EN:	PT:
Levels:	**Níveis:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	desnecessário/*básico/*intermédio/*avançado/*altamente especializado/*não sei
Business:	**Negócios:**
Start-Ups	Startups
(Traditional) Business companies	Empresas (Tradicionais)
Public and government bodies	Entidades públicas e governamentais
Science and study sector	Setor da Ciência e Investigação
E.marketing and internet communication companies	Empresas de Marketing eletrónico e comunicações na Internet
E.sales and marketing department	Departamentos de Marketing e Vendas eletrónicas
Advertising agencies	Agências de Publicidade
Media and technology companies	Empresas de Comunicação e Tecnologias
International internet content organizations	Organizações Internacionais de Conteúdos para a Internet
Market analytic service companies	Empresas de Serviços de Análise de Mercado
OTHER (please specify)	Outros (por favor especifique)

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Annex 3. Survey form adopted to Latvian (ISMA)

Analysis of future digital marketing competences
(the same information (text) is prepared in English (EN)/Latvian (LV) languages)

Dear Respondent,
let us to thank You in advance You for dedicated time to this survey.
This survey will help with proper implementation of international project Fuse IT (Future competences pathways for marketing and ICT education) (No. 2019-1-LT01-KA203-060730) funded by the Erasmus+ programme. Project addresses the education and labor market requirements for professional skills and knowledge for students and graduates in university (including life-long learning activities). The main intellectual outputs are related to marketing (digital marketing competences (DMC)) and future competencies and they will include:
1. Guidelines and study analysis in Higher education
2. Curriculum development and localization
3. E-learning material in separate parts for different subjects (specialization)
4. Simulations for education
5. Self-evaluation with certification testing
6. Methodological guidelines
This survey will gather information from teachers relating to their use of these tools and will help to shape the content of the curriculum. The data is gathered anonymously and will only be used for the purpose of the project.

The survey should take approximately 15 minutes to complete.
For contacts:

Godātais atbildētājs,
Ļaujiet mums jau iepriekš pateikties jums par veltīto laiku šai aptaujai.
Šī aptauja palīdzēs pareizi īstenot starptautisko projektu Fuse IT (Nākotnes kompetenču ceļi mārketingā un IKT izglītībā) (Nr. 2019-1-LT01-KA203-060730), ko finansē Erasmus + programma. Projekts attiecas uz izglītības un darba tirgus prasībām attiecībā uz profesionālajām prasmēm un zināšanām studentiem un absolventiem universitātē (ieskaitot mūžizglītības aktivitātes). Galvenie intelektuālie rezultāti ir saistīti ar mārketingu (digitālā mārketinga kompetences (DMC)) un nākotnes kompetencēm, un tie ietvers:
1. Pamatnostādnes un studiju analīze augstākajā izglītībā
2. Mācību programmu izstrāde un lokalizācija
3. E-mācību materiāls atsevišķās daļās dažādiem priekšmetiem (specializācija)
4. Simulācijas izglītībai
5. Pašnovērtējums ar sertifikācijas pārbaudi
6. Metodiskie norādījumi
Šajā aptaujā tiks apkopota informācija no skolotājiem par šo rīku izmantošanu un tas palīdzēs veidot mācību programmas saturu. Dati tiek apkopoti anonīmi, un tie tiks izmantoti tikai projekta vajadzībām.

Aptaujas veikšanai vajadzētu aizņemt apmēram 15 minūtes
Par kontaktiem:

0.General information about You:
Vispārīga informācija par jums

You are:/Tu esi
• 		student/ students (-te)
• 		HEI representative (academic)/(HEI -valsts augstākās izglītības) iestādes pārstāvis (akadēmiskais)
• 		Representative of business (stakeholder)/Uzņēmuma pārstāvis (ieinteresētā persona)
• 		DC training center representative/DC apmācības centra pārstāvis
• 		Public administration/Valsts pārvalde
• 		Teachers of other educational levels/Citu izglītības līmeņu skolotāji
Gender:/Dzimums
• 		female/sieviete
• 		male/vīrietis

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- other/cits

Age group (year):/Vecuma grupa (gads):
- 18-29
- 30-40
- 41-50
- 51-60
- 60+

I.Please specify level of these competences necessary for digital marketing specialist
(*foundation- lowest level, *highly specialized- highest level):
Lūdzu, norādiet šo kompetenču līmeni, kas nepieciešams digitālā mārketinga speciālistam
(* pamats - zemākais līmenis, * augsti specializētais - augstākais līmenis):

EN:	LV:
Levels:	**Līmeņi:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	* nelietderīgs/* pamats/* vidējs/* progresīvs/* augsti specializēts/* I nav zināms
Competences:	**Kompetences:**
Digital Strategy	Digitālā stratēģija
Web Experience Management	Tīmekļa pieredzes pārvaldība
Usability / Design	Lietojamība/dizains
Growth Hacking (Growth Marketing)	Izaugsmes ierobežošana (Izaugsmes mārketings)
Retargeting	Pārplānošana
Customer Engagement	Klientu iesaiste
Customer Experience UX	Klientu pieredze UX(user experience)
User Acquisition	Lietotāju iegūšana
Expert storyteller	Eksperts stāstnieks
Targeting & Optimization	Mērķtiecība un optimizācija
Understanding of customer personas and their needs	Izpratne par klientu personībām un viņu vajadzībām
Data Science & Big Data	Datu zinātne un lielie dati
Web Development - Custom	Web Analytics un A / B testēšana
Web Analytics & A/B Testing	Web izstrāde - pielāgota
Computer science fundamentals and programming	Datorzinātnes pamati un programmēšana
Strategic creativity	Stratēģiskā jaunrade
Probability and statistics	Varbūtība un statistika
Data modeling and evaluation	Datu modelēšana un novērtēšana
Customer loyalty, retention, and satisfaction campaigns design and execution	Klientu lojalitātes, saglabāšanas un apmierinātības kampaņu izstrāde un izpilde
Strong communication	Spēcīga komunikācija
Predictive Analysis & Attribution	Paredzamā analīze un attiecināšana
Software engineering and system design	Programmatūras inženierija un sistēmu projektēšana
Sustainable Growth marketing Strategies	Ilgtspējīgas izaugsmes mārketinga stratēģijas
Programmatic Advertising	Programmas reklāma
Blockchain marketing use cases	Blokķēžu mārketinga lietošanas gadījumi
Leadership	Vadība
Intellectual property positioning and protection	Intelektuālā īpašuma pozicionēšana un aizsardzība
Cyber cecurity	Kiberdrošība

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EN:	LV:
Competitive Intelligence	Konkurētspējīgais intelekts
Bussiness Intelligence	Biznesa inteliģence
Crisis management in social networks	Krīzes vadība sociālajos tīklos
OTHER (please specify)	Cits (lūdzu, norādiet)

II. Please specify level of these professional skills necessary for digital marketing specialist
(*foundation- lowest level, *highly specialized- highest level):
Lūdzu, norādiet šo profesionālo prasmju līmeni, kas nepieciešams digitālā mārketinga speciālistam:
(* pamats - zemākais līmenis, * augsti specializētais - augstākais līmenis)

EN:	LV:
Levels:	**Līmeņi:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	* nelietderīgs/* pamats/* vidējs/* progresīvs/* augsti specializēts/* I nav zināms
Skils:	**Prasmes:**
Content Marketing (WordPress, Yoast SEO plug-in)	Satura mārketings (WordPress, Yoast SEO plug-in)
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	Digitālā analīze (Google Analytics, Adobe Analytics, Optimizely)
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	Meklētājprogrammu optimizācija (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	Meklētājprogrammu mārketings (SEM) (Google AdWords, Bing reklāmas)
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	Reklāmguvumu līmeņa optimizācija (CRO) (Optimizely, Google Tag Manager, Craft)
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	Sociālo mediju mārketings (Facebook reklāmas, Twitter reklāmas, LinkedIn reklāmas, Hootsuite, Instagram, Youtube)
Affiliate Marketing (CJ by Conversant, Impact Radius)	Saistīto uzņēmumu mārketings (CJ by Conversant, Impact Radius)
Python, PHP, .NET, Java or other backend programming technologies	Python, PHP, .NET, Java vai citas rezerves programmēšanas tehnoloģijas
SQL, Database administration	SQL / datu bāzes administrēšana
Excel	Excel
Marketing and Sales Automation (Marketo, Pardot, Bronto)	Mārketinga un pārdošanas automatizācija (Marketo, Pardot, Bronto)
Video Marketing	Video mārketings
Video editing	Video rediģēšana
Tableau	Pārskats
Email Marketing (Mailchimp, Constant Contact, AWeber)	E-pasta mārketings (Mailchimp, Constant Contact, AWeber)
Geo-Targeting PPC	Ģeogrāfiskā mērķauditorijas atlase PPC
Web Development (WordPress, Magento, Joomla, Drupal)	Web attīstība (WordPress, Magento, Joomla, Drupal)
Webdevelopment - Content Management Systems	- Web izstrāde - satura pārvaldības sistēmas
Project Management (JIRA, Basecamp, Timeforce, Trello)	Projektu vadība (JIRA, Basecamp, Timeforce, Trello)
Paid Search Marketing	Apmaksāts meklēšanas mārketings

EN:	LV:
Building and managing customer experience teams	Klientu pieredzes komandu veidošana un pārvaldība
CRM	CRM
Mobile Marketing	Mobilais mārketings
Applying machine learning algorithms and libraries	Mašīnmācību algoritmu un bibliotēku pielietošana
Applying Cyber security solutions software	Kiberdrošības risinājumu programmatūras piemērošana
OTHER (please specify)	CITS (lūdzu, norādiet)

III. Please specify level of digital marketing competences and professional skills necessary for current positions (*foundation- lowest level, *highly specialized- highest level):
Lūdzu, norādiet digitālā mārketinga kompetenču līmeni un profesionālās prasmes, kas vajadzīgas pašreizējiem amatiem:
(* pamats - zemākais līmenis, * augsti specializētais - augstākais līmenis)

EN:	LV:
Levels:	**Līmeņi:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	* nelietderīgs/* pamats/* vidējs/* progresīvs/* augsti specializēts/* I nav zināms
Positions:	**Pozīcijas:**
Internet marketing content manager	Interneta mārketinga satura vadītājs
E.marketing web designer	E. mārketinga tīmekļa dizainers
PPC manager	PPC vadītājs
Social media specialist	Sociālo mediju speciālists
Martech specialist	Martech speciālists
E.marketing information specialist	E. mārketinga informācijas speciālists
Social media development administrator	Sociālo mediju attīstības administrators
Internet research specialist	Interneta pētījumu speciālists
System analytic	Sistēmas analītiķis
IS designer	IS dizainere
Market analytic	Tirgus analītiķis
Product manager	Produktu vadītājs
IS quality assurance specialist	IS kvalitātes nodrošināšanas speciālists
E. marketing project manager	E. mārketinga projektu vadītājs
Expert in Web Analytics/Data Analytics	Web Analytics / Data Analytics eksperts
Expert in Business Intelligence	Biznesa inteliģences eksperts
Marketing Metrics Manager	Mārketinga metrikas vadītājs
Brand manager	Zīmola vadītājs
OTHER (please specify)	CITS (lūdzu, norādiet)

IV. Please specify level of digital marketing competences and professional skills necessary for current business entities/types of organization (*foundation- lowest level, *highly specialized- highest level):
Lūdzu, norādiet digitālā mārketinga kompetenču līmeni un profesionālās prasmes, kas vajadzīgas pašreizējām uzņēmējdarbības vienībām/organizācijas veidiem:
(* pamats - zemākais līmenis, * augsti specializētais - augstākais līmenis)

EN:	LV:
Levels:	**Līmeņi**

EN:	LV:
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	* nelietderīgs/* pamats/* vidējs/* progresīvs/* augsti specializēts/* I nav zināms
Business:	**Bisness**
Start-Ups	Start-up
(Traditional) Business companies	(Tradicionālie) biznesa uzņēmumi
Public and government bodies	Valsts un valdības struktūras
Science and study sector	Zinātnes un studiju nozare
E.marketing and internet communication companies	E. mārketinga un interneta komunikāciju uzņēmumi
E.sales and marketing department	E.pārdošana un mārketinga nodaļa
Advertising agencies	Reklāmas aģentūras
Media and technology companies	Plašsaziņas līdzekļu un tehnoloģiju uzņēmumi
International internet content organizations	Starptautiskas interneta satura organizācijas
Market analytic service companies	Tirgus analītisko pakalpojumu uzņēmumi
OTHER (please specify)	CITS (lūdzu, norādiet)

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Annex 4. Survey form adopted to Romanian (UPB)

Analysis of future digital marketing competences
(the same information (text) is prepared in English (EN)/Romanian (RO) languages)

Dear Respondent,

let us to thank You in advance You for dedicated time to this survey.

This survey will help with proper implementation of international project Fuse IT (Future competences pathways for marketing and ICT education) (No. 2019-1-LT01-KA203-060730) funded by the Erasmus+ programme. Project addresses the education and labor market requirements for professional skills and knowledge for students and graduates in university (including life-long learning activities). The main intellectual outputs are related to marketing (digital marketing competences (DMC)) and future competencies and they will include:

1. Guidelines and study analysis in Higher education
2. Curriculum development and localization
3. E-learning material in separate parts for different subjects (specialization)
4. Simulations for education
5. Self-evaluation with certification testing
6. Methodological guidelines

This survey will gather information from teachers relating to their use of these tools and will help to shape the content of the curriculum. The data is gathered anonymously and will only be used for the purpose of the project.

The survey should take approximately 15 minutes to complete.
For contacts:

Stimate respondent,

Vă mulțumim anticipat pentru timpul dedicat acestui sondaj.

Acest sondaj va ajuta la implementarea corectă a proiectului internațional Fuse IT (competențe viitoare de marketing și educație TIC) (nr. 2019-1-LT01-KA203-060730) finanțate prin programul Erasmus + . Proiectul abordează teme legate de cerințele universităților și pieței muncii în ceea ce privește competențele profesionale și are în vedere dezvoltarea de abilități profesionale și cunoștințe pentru actualii studenți și/sau absolvenți de universitate (inclusiv activități de învățare continuă, de-a lungul vieții). Principalul rezultat în cadrul proiectului propus vizează direct Marketingul (analizează competențele de marketing digital -DMC) și se vor dezvolta/analiza următoarele seturi de activități:

1. Linii directoare și analize de curriculum în învățământul superior
2. Dezvoltarea și localizare de curriculum
3. Material de învățare electronică în părți separate pentru diferite discipline (specializare)
4. Simulări (pentru domeniul educațional)
5. Autoevaluare cu finalitate - test pentru certificare
6. Sugestii metodologice

Acest sondaj va strânge informații cu privire la utilizarea unor seturi de instrumente în activitatea didactică și care vor ajuta la modelarea unui nou curriculum de marketing digital. Datele sunt colectate anonim și vor fi utilizate numai în scopul acestui proiect.

Sondajul ar trebui să dureze aproximativ 15 minute.
Date de contact:

General information about You:/Informații generale despre dumneavoastră:

You are:/ Sunteți:
• student/ student
• HEI representative (academic)/Membru conducere/Cadru didactic în învaţământul superior
• Representative of business (stakeholder) / Membru conducere- firmă privată
• DC training center representative / Reprezentant Centru de Formare
• Public administration representative/ Reprezentant Administrație Publică
• Teachers of other educational levels / Profesor preuniversitar/În alte cicluri de învățământ

Gender:/ Gen
• female/ feminin
• male/ masculin

- other/ altă situație

Age group (year):/ Interval de vârstă:
- 18-29
- 30-40
- 41-50
- 51-60
- 60+

I.Please specify level of these competences necessary for digital marketing specialist
(*foundation- lowest level, *highly specialized- highest level):
 Vă rugăm să specificați nivelul acestor competențe necesare pentru un specialist în marketing digital
(*începător- cel mai mic nivel, *expert- cel mai înalt nivel):

EN:	RO:
Levels:	**Niveluri:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	* Deloc/* Începător/* Intermediar /* Avansat /* Expert /* Nu știu
Competences:	**Competențe:**
Digital Strategy	Strategie digitală
Web Experience Management	Management experiență web
Usability / Design	Aplicabilitate / Concepție
Growth Hacking (Growth Marketing)	Hacking pentru creștere (Marketing pentru Dezvoltare)
Retargeting	Redirecționare
Customer Engagement	Obținerea angajamentului clienților
Customer Experience UX	Expenriența de Client UX
User Acquisition	Achiziție Utilizator
Expert storyteller	Povestitor expert
Targeting & Optimization	Targering & Optimizare
Understanding of customer personas and their needs	Înțelegerea personalității și nevoilor clienților
Data Science & Big Data	Științele privind datele & Mari volume de date
Web Development - Custom	Analitică Web & Testare A/B
Web Analytics & A/B Testing	Dezvoltare web - Personalizare
Computer science fundamentals and programming	Bazele informaticii și programare
Strategic creativity	Creativitate strategică
Probability and statistics	Probabilitate și statistică
Data modeling and evaluation	Modelarea datelor și evaluare
Customer loyalty, retention, and satisfaction campaigns design and execution	Fidelizarea și retenția clienților, conceperea și punerea în execuție a campaniilor privind satisfacția clienților
Strong communication	Comunicare excelentă
Predictive Analysis & Attribution	Analiză predictivă și atribuire
Software engineering and system design	Inginerie software și concepție de sistem
Sustainable Growth marketing Strategies	Strategii de marketing pentru dezvoltare durabilă
Programmatic Advertising	Publicitate programatică
Blockchain marketing use cases	Cazuri de utilizare tehnici de marketing Blockchain
Leadership	Lideriat
Intellectual property positioning and protection	Poziționarea și protejarea proprietății intelectuale
Cyber cecurity	Securitate cibernetică
Competitive Intelligence	Inteligență competitivă

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EN:	RO:
Bussiness Intelligence	Inteligență în afaceri
Crisis management in social networks	Managementul situațiilor de criză pe rețelele de socializare
OTHER (please specify)	Altele (a se menționa)

II. Please specify level of these professional skills necessary for digital marketing specialist
(*foundation- lowest level, *highly specialized- highest level):
Vă rugăm să specificați nivelul acestor competențe profesionale necesare pentru un specialist în marketing digital
(*începător- cel mai mic nivel, *expert- cel mai înalt nivel):

EN:	RO:
Levels:	**Niveluri:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	* Deloc/* Începător/* Intermediar /* Avansat /* Expert /* Nu știu
Skils:	**Abilitati:**
Content Marketing (WordPress, Yoast SEO plug-in)	Marketing de conținut (WordPress, plug-in SEO Yoast)
Digital Analytics (Google Analytics, Adobe Analytics, Optimizel)	Analitică Digitală (Google Analytics, Adobe Analytics, Optimizel)
Search Engine Optimization (SEO) (Moz, Ahrefs, SEM Rush, Google Search Console)	Optimizarea motorului de căutare (SEO) (Moz, Ahrefs, SEM Rush, Consola de căutare Google)
Search Engine Marketing (SEM) (Google AdWords, Bing Ads)	Marketing ul motorului de căutare (SEM) (Google AdWords, Bing Ads)
Conversion Rate Optimization (CRO) (Optimizely, Google Tag Manager, Craft)	Optimizarea ratei de conversie (CRO) (Optimizely, Google Tag Manager, Craft)
Social Media Marketing (Facebook Ads, Twitter Ads, LinkedIn Ads, Hootsuite, Instagram, Youtube)	Marketing prin rețelele de socializare (anunțuri prin Facebook, Twitter, LinkedIn, Hootsuite, Instagram, Youtube)
Affiliate Marketing (CJ by Conversant, Impact Radius)	Marketing prin afiliați (CJ by Conversant, Impact Radius)
Python, PHP, .NET, Java or other backend programming technologies	Python, PHP, .NET, Java sau alte tehnologii de programare a aplicaților backend
SQL, Database administration	Administrare SQL / Baze de date
Excel	Excel
Marketing and Sales Automation (Marketo, Pardot, Bronto)	Automatizare Marketing și Vânzări (Marketo, Pardot, Bronto)
Video Marketing	Marketing Video
Video editing	Editare Video
Tableau	Tabel
Email Marketing (Mailchimp, Constant Contact, AWeber)	Marketing prin e-mail (Mailchimp, Constant Contact, AWeber)
Geo-Targeting PPC	Publicitate PPC Geo-Targeting
Web Development (WordPress, Magento, Joomla, Drupal)	Dezvoltare Web (WordPress, Magento, Joomla, Drupal)
Webdevelopment - Content Management Systems	Sisteme de dezvoltare Web - Management de conținut
Project Management (JIRA, Basecamp, Timeforce, Trello)	Management de proiecte (JIRA, Basecamp, Timeforce, Trello)
Paid Search Marketing	Marketing cu plată în funcție de căutări

EN:	RO:
Building and managing customer experience teams	Crearea și gestionarea echipelor care se ocupa de oferirea unei experienței excelente clienților
CRM	Gestionarea relației cu clientul
Mobile Marketing	Marketing pe rețelele mobile
Applying machine learning algorithms and libraries	Aplicarea de biblioteci și algoritmi de învățare automatizată
Applying Cyber security solutions software	Aplicarea unor programe software cu soluții de securitate cibernetică
OTHER (please specify)	ALTELE (a se menționa)

III. Please specify level of digital marketing competences and professional skills necessary for current positions
(*foundation- lowest level, *highly specialized- highest level):
Vă rugăm să specificați nivelul acestor competențe profesionale necesare pentru un specialist în marketing digital
(*începător- cel mai mic nivel, *expert- cel mai înalt nivel):

EN:	RO:
Levels:	**Niveluri:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	* Deloc/* Începător/* Intermediar /* Avansat /* Expert /* Nu știu
Positions:	**Funcții :**
Internet marketing content manager	Director Conținut de Marketing pe Internet
E.marketing web designer	Web Designer E.marketing
PPC manager	Director PPC
Social media specialist	Specialist Rețele de Socializare
Martech specialist	Specialist Martech (produse de tehnologie de marketing)
E.marketing information specialist	Specialist Informații Comerț Electronic
Social media development administrator	Administrator Dezvoltare Rețele Sociale
Internet research specialist	Specialist Cercetare pe Internet
System analytic	Analitică Sisteme
IS designer	Proiectant Sisteme Informatice
Market analytic	Analitică de Piață
Product manager	Director Produse
IS quality assurance specialist	Specialist Asigurarea Calității Sistemelor Informatice
E. marketing project manager	Director Proiecte Marketing Electronic
Expert in Web Analytics/Data Analytics	Expert în Analitică Web /Analitică Date
Expert in Business Intelligence	Expert în Inteligență Economică
Marketing Metrics Manager	Director Metrică Marketing
Brand manager	Director Marcă
OTHER (please specify)	ALTELE (a se menționa)

IV. Please specify level of digital marketing competences and professional skills necessary for current business
entities/types of organization (*foundation- lowest level, *highly specialized- highest level):
Vă rugăm să specificați nivelul acestor competențe profesionale necesare pentru un specialist în marketing digital la
entitățile comerciale/tipuri de organizație
(*începător- cel mai mic nivel, *expert- cel mai înalt nivel):

EN:	RO:
Levels:	**Niveluri:**
*useless/*foundation/*intermediate/*advanced/*highly specialised/*I dont know	* Deloc/* Începător/* Intermediar /* Avansat /* Expert /* Nu știu
Business:	**Afaceri:**
Start-Ups	Start-Up-uri
(Traditional) Business companies	Societăți (Tradiționale)
Public and government bodies	Organisme publice și guvernamentale
Science and study sector	Sector de studii și știință
E.marketing and internet communication companies	Societăți de comunicare prin internet și marketing electronic
E.sales and marketing department	Departamentul de marketing și vânzări prin internet
Advertising agencies	Agenții de publicitate
Media and technology companies	Societăți de media și tehnologie
International internet content organizations	Organizații privind conținutul pe internet la nivel internațional
Market analytic service companies	Societăți de servicii de analiză de piață
OTHER (please specify)	ALTELE (a se menționa)