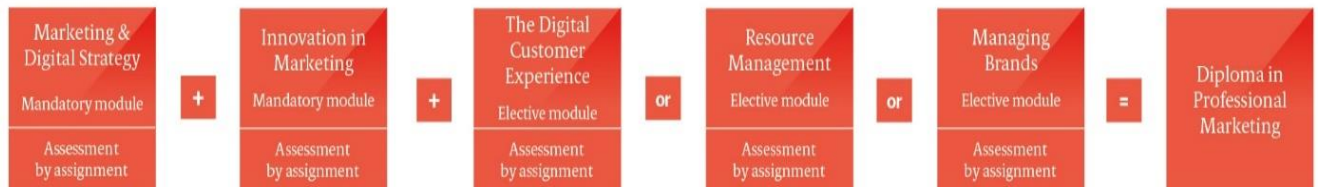


## Module Specification:

### CIM Level 6 Award in Innovation in Marketing (VRQ)

Innovation in Marketing is a 17-credit mandatory module which sits within the suite of Level 6 modules.



To gain the CIM Level 6 Diploma in Professional Marketing a pass in both mandatory modules plus one elective module is required.

If studied as a standalone module, the CIM Level 6 Award in Innovation in Marketing (VRQ) can be achieved.

### Aim of the module

This module enables you to take a visionary approach and embed innovation to help your organisation deal with the challenges of a fast-moving marketplace. You will be able to understand the relationship between marketing and innovation and recognise the key factors in building and nurturing innovation within the marketing function. You will also be able to use internal and external marketing in supporting a specific innovation.

### Module structure

The module comprises three units of two to three learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of assignment. The assessment will require submission of an assignment based on a theme and an organisation of choice.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Innovation in Marketing module content which follows.

# CIM Level 6 Diploma in Professional Marketing (VRQ) Qualification Specification

Please refer to the CIM Level 6 Diploma in Professional Marketing Qualification Specification for all other information relating to the CIM Level 6 Diploma in Professional Marketing including:

- CIM Professional Marketing Competencies
- The Level 6 qualification structure
- Who it is for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- Modes of study
- How it is assessed – assessment methodology
- How the assessment is delivered and when
- How it is graded
- When are results issued?
- Module specifications
- What we mean by command words

# Module Content: Innovation in Marketing

Level 6	Credit value: 17	Total Qualification Time: 170 hours Guided Learning Hours: 150 hours
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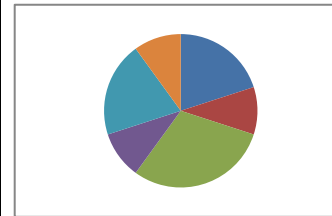
## Purpose statement

This module develops knowledge and skills to both understand digital innovation approaches and embed innovation throughout the marketing function. The module covers three units: the first unit develops knowledge and understanding about factors influencing innovation and disruption; the second unit develops skills in evaluating options and building sustainable business cases for marketing innovation; and the third unit develops planning skills for implementing sustainable innovative marketing and communications to support the launch of marketing innovations with people, planet and profit at the core

## Assessment

Organisation based assignment

## Module weighting



LO 1 – 15% weighting  
LO 2 – 15% weighting  
LO 3 – 20% weighting  
LO 4 – 20% weighting  
LO 5 – 15% weighting  
LO 6 – 15% weighting

## Overarching learning outcomes

By the end of this module learners should be able to:

### Innovation

- Understand how innovation and disruption are influencing organisational growth
- Assess the key factors that facilitate innovation in organisations

### Innovative Marketing

- Apply principles of innovation throughout the marketing function
- Develop a business case for a marketing related innovation

### Innovation in Action

- Understand the activities required for the implementation of innovative marketing
- Develop a plan for the communication of innovation

## Unit 1: Innovation

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative Content</b>
1. Understand how innovation and disruption are influencing organisational growth	1.1 Assess how innovation is changing the external market in which organisations operate	<ul style="list-style-type: none"> <li>• Environmental scanning, trends, discovery theory</li> <li>• Disruptive innovation and digital disruption</li> <li>• Emerging economies and innovations</li> <li>• Circular economy driving innovation and behavioural change</li> <li>• Competitive advantage – new competitive approaches</li> </ul>
	1.2 Analyse the business opportunities and challenges available within markets	<ul style="list-style-type: none"> <li>• Intuitive, 'gut feel', insights</li> <li>• Aligning to societal values</li> <li>• Contributing to a more sustainable future</li> <li>• Discovery-driven planning</li> <li>• Traditional business plans</li> <li>• Developing business models</li> <li>• Internal and external approaches</li> <li>• Business process re-engineering</li> </ul>
	1.3 Identify the challenges faced by an organisation in developing and implementing innovative strategies	<ul style="list-style-type: none"> <li>• External environmental factors</li> <li>• Emerging trends in sustainability practices and regulation</li> <li>• Competition</li> <li>• Leadership buy-in</li> <li>• Budget/Capital requirements</li> <li>• Resistance to change</li> <li>• Behavioural change at all levels of society</li> <li>• Shifts in the stakeholder chain</li> </ul>

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative Content</b>
2. Assess the key factors that facilitate innovation in organisations	2.1 Analyse the key features of an innovative organisation	<ul style="list-style-type: none"> <li>• Defined purpose – beyond products and services</li> <li>• Vision and styles of leadership</li> <li>• Agility</li> <li>• Test and learn mentality</li> <li>• Organisational structures</li> <li>• Key individuals and team working</li> <li>• Creative climate/culture</li> <li>• External focus – market orientation, boundary spanning and networks</li> <li>• Awareness of key societal challenges</li> </ul>
	2.2 Apply the different dimensions of innovation to an organisation’s marketing approach	<ul style="list-style-type: none"> <li>• Invention, creativity and innovation</li> <li>• Disruptive and sustaining innovations</li> <li>• Product, process and platform innovation</li> <li>• Open and closed approaches to innovation</li> <li>• Radical and incremental forms of innovation</li> <li>• Market pull vs. technology push</li> <li>• Business model innovation</li> </ul>

## Unit 2: Innovative Marketing

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative Content</b>
3. Apply principles of innovation throughout the marketing function	3.1 Assess how the marketing function can develop innovative approaches to current market challenges	<ul style="list-style-type: none"> <li>• Cross-functional and self-managing teams</li> <li>• Supporting sustainability strategy through the organisation</li> <li>• High level of external environmental awareness</li> <li>• Learning, training and development</li> <li>• Information sharing</li> <li>• Understanding of the circular economy</li> <li>• Support of innovative business models</li> <li>• Adaptive/flexible approaches</li> <li>• Use of appropriate market research techniques and sources of information</li> <li>• Use of innovation networks</li> <li>• Use of broader networks</li> <li>• Use of behavioural data</li> </ul>
	3.2 Determine how innovative approaches can lead to enhanced product/service development	<ul style="list-style-type: none"> <li>• Generating ideas</li> <li>• New ways of doing business</li> <li>• Long term relationships over short term transactions</li> <li>• Screening</li> <li>• Business analysis</li> <li>• Development of a small-scale trial (usually technology supported)</li> <li>• Testing techniques</li> <li>• Commercial launch</li> <li>• Effective exit routes for unsuccessful ventures</li> <li>• Ensuring new/enhanced products and services meet sustainability requirements</li> </ul>

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative Content</b>
	3.3 Determine how stakeholder relationships can be better leveraged through innovative approaches	<ul style="list-style-type: none"> <li>• Customer relationships – eg, conducting user trials, involving leading practitioners and other forms of co-creation</li> <li>• Engagement of suppliers and wider networks</li> <li>• Increased opportunities for collaboration and co-creation</li> <li>• Managing different types of innovation networks including ideagoras, crowdsourcing, online forums and other open platforms</li> <li>• Importance of managing relationships to ensure appropriate standards in sustainability are maintained</li> <li>• Different types of relationships – Non-Governmental Organisations (NGOs) and charities</li> <li>• Increased opportunities for investment</li> </ul>
4. Develop a business case for a marketing related innovation	4.1 Evaluate the options for innovation	<ul style="list-style-type: none"> <li>• Product/service/process/programme</li> <li>• Business model</li> <li>• Circular economy</li> <li>• Out-sourced vs internally implemented</li> <li>• Adaptable/flexible/agile</li> <li>• Benchmarking</li> <li>• Collaborative/partnerships</li> <li>• Assessing acceptability, feasibility or suitability</li> </ul>
	4.2 Analyse the risks and benefits of an innovation proposal	<ul style="list-style-type: none"> <li>• Risks and benefits of the proposal</li> <li>• Strategic/operational/tactical</li> <li>• Financial</li> <li>• Reputational</li> <li>• Competition</li> </ul>

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative Content</b>
	4.3 Develop a business case for change	<ul style="list-style-type: none"> <li>• Factors driving change</li> <li>• Alignment with sustainable agenda (United Nation (UN) Sustainable Development Goals (SDGs))</li> <li>• Alignment with organisational objectives and strategies including sustainability goals</li> <li>• Scope of change required</li> <li>• Recognition of need for change and commitment from stakeholder groups</li> <li>• Structure the business case</li> <li>• Project proposal</li> </ul>



## Unit 3: Innovation in Action

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative Content</b>
5. Understand activities required for the implementation of innovative marketing	5.1 Develop a marketing plan to support the launch of innovative approaches	<ul style="list-style-type: none"> <li>• Background</li> <li>• Appropriate research techniques</li> <li>• Selection of relevant sources of information</li> <li>• Objectives</li> <li>• Strategy</li> <li>• Tactics</li> <li>• Action</li> <li>• Evaluation and measurement criteria</li> </ul>
	5.2 Determine cultural change to support the implementation of innovative approaches	<ul style="list-style-type: none"> <li>• Current organisational culture</li> <li>• Awareness of societal challenges</li> <li>• Levels of trust and openness</li> <li>• Space and support for ideas</li> <li>• Attitudes to risk taking</li> <li>• Degrees of freedom to experiment</li> <li>• Fit with business strategy</li> <li>• Strategies for culture change</li> <li>• Development of a culture for managing risk</li> </ul>
6. Develop a plan for the communication of innovation	6.1 Create internal and external marketing plans to launch/support chosen innovation	<ul style="list-style-type: none"> <li>• Internal communication plans</li> <li>• External communication plans</li> <li>• Target audiences</li> <li>• Key messages</li> <li>• Implementation</li> <li>• Evaluation and measurement criteria</li> <li>• Agency relationships</li> </ul>

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative Content</b>
	6.2 Determine the relevant metrics required to measure the success of innovation	<ul style="list-style-type: none"> <li>• Soft and hard measures of success</li> <li>• Achievement of objectives</li> <li>• ROI</li> <li>• Metric dashboards</li> <li>• Latest trends in metrics and their impact</li> </ul>



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