# CIM Level 7 Postgraduate Diploma in Professional Marketing and CIM Level 7 Postgraduate Diploma in Sustainable Global Marketing

Module Specification:

Sustainable Transformation in Global Marketing

Sustainable Transformation in Global Marketing is a 20-credit elective module which sits within the suite of Level 7 modules.

| Corporate Digital Communications

Mandatory module

Assessment by assignment

20 credits | + | Global Marketing Decisions

Mandatory module

Assessment by Assignment/Exam

20 credits | + | Sustainable Transformation in Global Marketing

Elective module
Assessment by assignment

20 credits | = | CIM Level 7 Postgraduate Diploma in Sustainable Global Marketing |
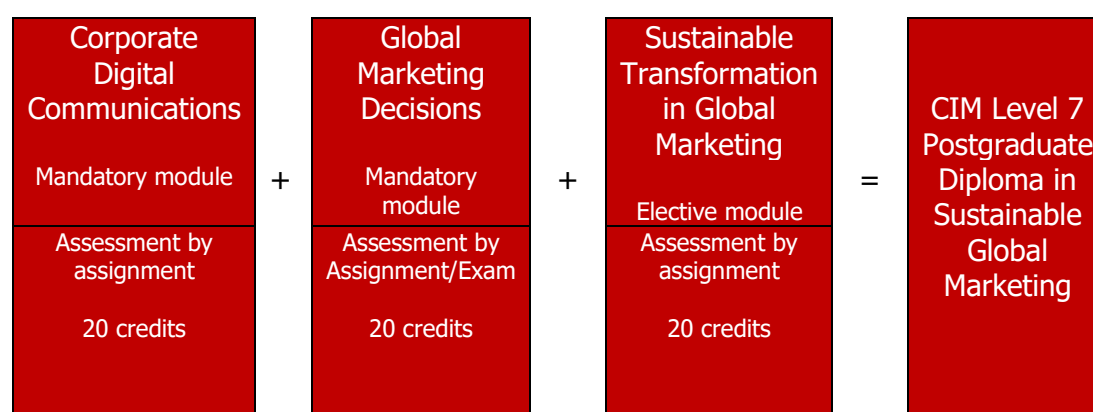
Aim of the module

The landscape we are operating in is changing across the world, with the climate crisis and the need to drive a more sustainable future. The need to move away from focusing on growth and profit at any cost, and build more sustainable led strategies which focus on people, planet and profit and deliver well-being for all, is high up on the global agenda. With this shift comes the need for countries and organisations to assess where they are on the sustainability scale, understand the challenges and opportunities and authentically demonstrate their commitment to creating more sustainable living conditions alongside commercial needs and objectives. In this module candidates will look at the different role marketing has to play within a global organisation and in today's global economy. Candidates will explore the future risks, opportunities and challenges which allow them to inform decisions and recommendations in the development and implementation of sustainable strategies to meet the needs of the future operating landscape. The module will also equip executives with the knowledge, know-how and thinking to not only build sustainable strategies, but also communicate, execute and evolve them effectively both internally and externally to their key stakeholders.

Module structure

The module comprises three units of two 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 given scenario relating to an organisation of choice. The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Sustainable Transformation in Global Marketing module content which follows.

Module content: Sustainable Transformation in Global Marketing (elective)

Level 7	Credit value: 20	Total Qualification Time: 200 hours

Purpose statement

This module is designed to enable you to examine the sustainability challenges and opportunities facing different geographical regions, global businesses and the marketing profession, and to take from this critical review both positive and negative issues that necessitate the re-framing of global marketing and its role. Specifically, candidates will look at the changing operating landscape and its impact on the role of marketing within organisations and the need to build a regenerative global economy which focuses on people, planet and profit.

After looking at the bigger picture, candidates will focus on an organisation and look at ways in which marketing needs to rethink how it operates, what success looks like and how it can be measured against the triple bottom line. Candidates will consider the risks and benefits of various factors that shape sustainability strategies and how they become a standard part of business priorities alongside new ways to engage key stakeholders and partners which motivate and drive them to take action in changing the organisation's approach.

Finally, candidates will recommend a framework to implement and measure a global organiations's strategy for sustainability, as well as looking at the needs of the leader who is responsible for driving sustainability in marketing and in global organisations.

Assessment

An assignment based on a given scenario relating to an organisation of choice

Work based assignment.

Overarching learning outcomes
By the end of this module learners should be able to undertake:

Re-framing Global Marketing
- Gaining critical insight into the sustainability challenges and opportunities for marketing and business (negative and positive)
- Determine marketing's role in the regenerative economy

Re-orientation/Sustainability Values Perspectives
- Recognise sustainability related opportunities and risks for future global organisation success
- Develop the strategy and components for transformational change

Leading Transformational Change
- Recommend a framework to implement global organisation strategy for **authentic** sustainability to ensure **credibility** and to measure progress on an ongoing basis.
- Build the senior leader's resilience toolkit for driving change effectively and authentically

Unit 1: Re-framing Global Marketing

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
1. Gaining critical insight into the sustainability challenges and opportunities whilst exploring the role for marketing and business (negative and positive).	1.1 Critically evaluate the global sustainability challenges for various sectors. How has/will the landscape we operate in change as we try to change the course we are on?	- Environmental scanning/ecological footprint - Analysis of the environmental challenge at a macro- and micro- level - UN (SDG's) Sustainable Development Goals - Paris Climate Agreement - CSR – the role of business – positive societal impact. - Role of ESG - Future Gazing - IPCC reports are updated regularly and cover a breadth of topics to support geographic (global and regional) impacts, adaptation and vulnerabilities of climate change - Importance of having and driving sustainability agenda - Continual Innovation (E.g. disruptive, constructive, radical - The role of technology - Carbon Literacy

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
	1.2 Assess current sustainability activity against good practice for various sectors.	• Sector specific examples E.g. Good life report,[1] travel, dining and drinks, energy consumption sector • Transport • Renewable Energy • Agriculture • Sustainable tourism • Textiles/Tea/coffee/cocoa

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[1] https://www.goodlife2030.earth/

2. Determine marketing's role moving forward in a sustainable focused operating environment and regenerative economy.	2.1 Analyse the current business situation regarding sustainability from a positive perspective	• The regenerative economy[2] and how it will impact marketing in our organisation • Global sustainability legislation: e.g. packaging, carbon emissions • Moral expectation • Move from human (customer to humanity (citizen) centred design • Business model • Systems thinking • Circular economy
	2.2 Analyse the current business situation regarding sustainability from a negative perspective	• Climate risk • Supply chain risk • Historical influences (E.g. over consumption, greenwashing) • Global legislation packaging, carbon emissions • Moral expectation • Move from human (customer) to humanity (citizen) centred design Business model

[2] *A regenerative business is a business that gives back far more to society and the planet than it takes*

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
	2.3 Develop the case for embedding sustainability through organisational purpose and strategy	• Marketing's role in driving the sustainability agenda • Positioning of sustainability beyond products and services • Development of a broad compelling argument • Triple Bottom Line Cultural web

Unit 2: Re-orientation/Sustainability Values Perspective

| 3 | Recognise sustainability related opportunities and risks for future global organisation success. | 3.1 Redefine marketing's success against the triple bottom line | Purpose, Vision, Mission, Values Business model Corporate objectives – profit, people, planet Challenging the status quo Resources (E.g. finance, people, data) Capability (E.g. build, buy, partner) Customer perception Customer behaviour Brand reputation Game changing approach Use of a scientific and quantitative approach Product/services roadmap Circular economy – innovation / new products / services Marketing department's own footprint |

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
	3.2 Critically evaluate the risks and benefits of various factors used to shape and inform sustainability strategies	• International Economy • Circular Economy • United Nations Sustainable Development Goals (UN SDGs) • Sustainability audit/Sustainable Marketing Compass • CSR • Corporate strategic philanthropy • Green Claims Code • Pillars of sustainability • Systems theory • B-Corp Certification • Carbon Literacy • Triple bottom line. • Net zero • Partnerships/collaboration
	3.3 Critically analyse organisational readiness to drive sustainability in marketing and the organisation	• Organisational culture • Operational, scientific and moral governance in reporting • Innovation • Conflict between current vision/objectives and sustainability • Levels of awareness, knowledge and skill sets across roles (at every level C-suite down) and functions • What and where your impacts are • Effectiveness of current communication channels (internally) • Environmental scanning for future proofing

		sustainable strategies (e.g. 3-5 year focus, agility of operations to enable adaptation to changing government agenda)
4. Develop the strategy and components for transformational change	4.1 Assess the appropriate balance of sustainability strategies with other business priorities	• Change strategies • Corporate objectives • Marketing objectives • Barriers • Benefits • Organisational motivation for change
	4.2 Develop strategies to overcome resistance to change within the organisation	• Consultation and involvement. • Where accountability sits - clearly defined and agreed • Supporting internal stakeholders • Internal champions for sustainability • Effective internal communication strategy agreed in advance • Partnerships – capability, reputational, delivery • Opportunities/benefits • Collaboration • Engagement • Risk management • Carbon Literacy

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
	4.3 Develop an engaging relationship between key stakeholders and partners	• Empowerment of high-level stakeholders to take action. Eg. Supply chain and C-suite • Authentic story-telling/transparent corporate comms • Communicating with complex audiences • Driving collaboration • Community and information sharing. • Effective communication plan internally - informing, enable sharing (both up and down), ensuring progress is a focus Communicating longer, complex messages (E.g.channels, format)

Unit 3: Leading Transformational Change

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
5. Recommend a framework to implement global strategy for sustainability, and to measure progress on an ongoing basis.	5.1 Recommend a strategic plan to address implementation of strategy for transformational change within the organisation.	• Strategic Planning Frameworks: what, where, when, how, who and why • Milestones (E.g. where do you need to be and where are you now) • Partnerships - aligned to values • Measurement techniques
	5.2 Critically assess where new product development approaches can be applied using design systems thinking	• Design systems thinking. • Humanity centred design
	5.3 Evaluate the relevant metrics for monitoring and controlling sustainability change within the organisation	• Emission targets • Urgency - countdown to 2030 • Deadlines. • Net zero • Internally - waste, energy usage, supply chain miles, employee awareness, understanding and behavioural shifts, skillsets. • Externally - social impact • Perception of an organisations • Sustainable transformation (e.g. transparent and authentic and not greenwashing)
6. Build the senior leader's resilience toolkit for driving change effectively and authentically	6.1 Analyse individual readiness to drive sustainability in marketing and the organisation.	• Personal impact and responsibility. • Recognition and realignment of personal values and contribution to improve. • Knowledge (E.g. learning and development needs)

		• Resilience • Drive collaboration rather than a silo based decision
	6.2 Building the executive toolkit	• Identify, evaluate and communicate from key information schemes • Building the executive toolkit • Setting criteria, metrics and indicators • Contribution to a positive era of change • Community and information sharing. • Build personal credibility/brand.

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