

Module Specification:

Marketing Principles

Marketing Principles is a nine-credit mandatory module which sits within the suite of Level 3 modules.



To gain the CIM Level 3 Foundation Certificate in Marketing a pass in the mandatory module plus one elective module is required. However, each module can be taken as a standalone module to gain a module award.

Aim of the module

This module provides an understanding of the key concepts and terminology used in marketing. It provides the knowledge and understanding of the role and function of marketing within organisations, and explores the factors that influence consumer behaviour. It identifies key components of the marketing environment and enables an appreciation of how to collect and utilise relevant information about the marketing environment. It outlines the concepts and elements which make up the marketing mix and how these are applied in context.

Module structure

The module comprises three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. The examination will comprise 50 multiple-choice questions to be completed in a 90 minutes' controlled assessment.

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

CIM Level 3 Foundation Certificate in Marketing Qualification Specification

Please refer to the 'CIM Level 3 Foundation Certificate in Marketing Qualification Specification' for all other information relating to the CIM Level 3 Foundation Certificate in Marketing including:

- CIM Professional Marketing Standards
- The Level 3 qualification structure
- Who it's for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and learning hours
- Modes of study
- How it's assessed – assessment methodology
- How the assessments are delivered and when
- How it's graded
- When results are issued
- Module specifications
- What we mean by command words
- Transition arrangements

Module Title: Marketing Principles

Level 3	Credit Value: 9	Notional Learning Time: 90 hours
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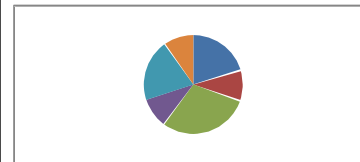
Purpose Statement

This module provides an understanding of the key concepts and terminology of marketing and how it fits within the organisation. It introduces the principles of consumer behaviour and the marketing environment. It identifies the elements of the marketing mix and how the mix is used to meet customer requirements.

Assessment

Online MCQ

Unit Weighting



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

Overarching Learning Outcomes

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

Discovering Marketing

- Describe the role and function of marketing within organisations
- Explain the factors that influence consumer behaviour

The Marketing Environment

- Identify the key components of the marketing environment
- Know how to collect relevant information about the marketing environment

The Marketing Mix

- Describe the concept and elements of the marketing mix
- Know how the marketing mix is applied in different contextual settings

Unit 1: Discovering Marketing

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
1. Understand the role and function of marketing within organisations	1.1 Define marketing as an exchange process	<ul style="list-style-type: none"> <input type="checkbox"/> Management process <input type="checkbox"/> Identifying, anticipating and satisfying customer requirements <input type="checkbox"/> Exchanges between the organisation, its customers and suppliers
	1.2 Explain the role of marketing in achieving customer satisfaction	<ul style="list-style-type: none"> <input type="checkbox"/> Understanding customer expectations <input type="checkbox"/> Making customer satisfaction a business objective <input type="checkbox"/> Ensuring organisation practices secure customer retention
	1.3 Explore the importance of marketing as a cross-functional activity within the organisation	<ul style="list-style-type: none"> <input type="checkbox"/> Internal service provision <input type="checkbox"/> Link between organisation and the customer through multiple contact points <input type="checkbox"/> Links between marketing and other functions for information sharing and other activities
	1.4 Analyse the role of marketing for internal and external marketing	<ul style="list-style-type: none"> <input type="checkbox"/> Internal and external customers, their needs and wants <input type="checkbox"/> Development and delivery of communication activity <input type="checkbox"/> Providing support to customers and the supply chain <input type="checkbox"/> Providing information internally
2. Know the factors that influence consumer behaviour	2.1 Compare and contrast customer needs and wants	<ul style="list-style-type: none"> <input type="checkbox"/> Functional benefits <input type="checkbox"/> Emotional benefits <input type="checkbox"/> Physiological needs <input type="checkbox"/> Social and cultural forces <input type="checkbox"/> Luxury or necessity
	2.2 Outline the consumer buying process	<ul style="list-style-type: none"> <input type="checkbox"/> Need recognition <input type="checkbox"/> Information search and processing <input type="checkbox"/> Identification and evaluation of alternatives <input type="checkbox"/> Purchase decision <input type="checkbox"/> Post-purchase evaluation <input type="checkbox"/> Consideration of examples from a range of products and services
	2.3 Identify the influences on the consumer decision-making process	<ul style="list-style-type: none"> <input type="checkbox"/> Social – social groups, virtual groups, family <input type="checkbox"/> Cultural – subcultures, ethnicity, country of origin <input type="checkbox"/> Personal influences - personal values, ethics

		<input type="checkbox"/> People and personalities who influence decisions
	2.4 Describe the differences between consumer and business buyer behaviour	<input type="checkbox"/> Emotional versus rational behaviour <input type="checkbox"/> Purchase size and value <input type="checkbox"/> Decision making units <input type="checkbox"/> Relationship status between organisation and buyers <input type="checkbox"/> Marketing communication inputs

Unit 2: The Marketing Environment

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
3. Understand the key components of the marketing environment	3.1 State the elements of the macro environment	<input type="checkbox"/> Political – governments and policies <input type="checkbox"/> Economic – national economic activity, taxation <input type="checkbox"/> Social – cultural, lifestyle changes <input type="checkbox"/> Technological – digital communications, production and service technology <input type="checkbox"/> Environmental – sustainability <input type="checkbox"/> Legal – laws affecting organisations
	3.2 State the elements of the micro environment	<input type="checkbox"/> Customers <input type="checkbox"/> Competitors <input type="checkbox"/> Suppliers <input type="checkbox"/> Intermediaries <input type="checkbox"/> General public
	3.3 State the elements of the internal environment	<input type="checkbox"/> Resources – financial and non-financial <input type="checkbox"/> Skills/people <input type="checkbox"/> Equipment <input type="checkbox"/> Systems/processes <input type="checkbox"/> Internal elements enabling or restricting successful marketing
	3.4 Explain the importance of understanding the marketing environment	<input type="checkbox"/> Basis for making decisions <input type="checkbox"/> Knowledge of situation and changes <input type="checkbox"/> Aid for planning <input type="checkbox"/> Assessing strengths, weaknesses, opportunities and threats
4. Know how to collect relevant information about the marketing environment	4.1 Describe sources of data	<input type="checkbox"/> Differentiate between secondary and primary data <input type="checkbox"/> Identify secondary data sources <ul style="list-style-type: none"> ○ Relevant journals and trade publications ○ Websites ○ Market research reports ○ Internal data ○ Government data/statistics
	4.2 Outline methods used for quantitative research	<input type="checkbox"/> Closed question surveys: <ul style="list-style-type: none"> ○ Face-to-face ○ Telephone and mobile/smartphone

		<ul style="list-style-type: none"> ○ Postal ○ Online ○ Omnibus
	4.3 Outline methods used for qualitative research	<ul style="list-style-type: none"> <input type="checkbox"/> Individual depth interviews <input type="checkbox"/> Panels <input type="checkbox"/> Group discussions <input type="checkbox"/> Internet based: <ul style="list-style-type: none"> ○ Online group discussions ○ Chat rooms ○ Social media research
	4.4 Comment on the reliability of data	<ul style="list-style-type: none"> <input type="checkbox"/> Source accuracy and bias <input type="checkbox"/> Validity <input type="checkbox"/> Timeliness

Unit 3: Marketing Mix

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
5. Know the marketing mix	5.1 Outline the elements of the 4Ps marketing mix	<input type="checkbox"/> Product – goods and services delivering value <input type="checkbox"/> Price – influence on demand and competition <input type="checkbox"/> Promotion – communication with customers and markets <input type="checkbox"/> Place – route to market and physical location
	5.2 Outline the elements of the extended marketing mix (7Ps)	<input type="checkbox"/> People – role in satisfying customers <input type="checkbox"/> Process – influence on effective delivery <input type="checkbox"/> Physical evidence – tangible elements of delivery
	5.3 Identify the benefits of a co-ordinated marketing mix	<input type="checkbox"/> Synergy – building together components to produce a larger benefit <input type="checkbox"/> Corporate focus – full understanding about the organisation and products offered <input type="checkbox"/> Budget economies – multiple touch points to produce greater effect <input type="checkbox"/> Clear brand image <input type="checkbox"/> Competitive advantage
	5.4 Examine how the marketing mix is used for meeting customer needs and wants	<input type="checkbox"/> Adaption of the mix to suit different customer requirements <input type="checkbox"/> Emphasis of appropriate elements
6. Know how the marketing mix is applied in different contextual settings	6.1 Summarise the main marketing mix elements for Fast Moving Consumer Goods (FMCG) products	<input type="checkbox"/> Non-durable product <input type="checkbox"/> Price and place importance <input type="checkbox"/> Mass promotion <input type="checkbox"/> Customer as consumer
	6.2 Summarise the main marketing mix elements for business to business (B2B) contexts	<input type="checkbox"/> Price and negotiation <input type="checkbox"/> Personal selling and trade promotion <input type="checkbox"/> Relationships and service
	6.3 State the marketing mix requirements in the not-for-profit sector	<input type="checkbox"/> Ideas and services rather than products <input type="checkbox"/> Direct channel – dealing directly with customers/supporters <input type="checkbox"/> Opportunity cost rather than price <input type="checkbox"/> Emphasis on public relations
	6.4 Summarise the main marketing mix elements for services	<input type="checkbox"/> Extended marketing mix <input type="checkbox"/> Service quality

