Module Specification: 

Integrated Communication

Integrated Communication is a 15-credit mandatory module which sits within the suite of Level 4 modules.

To gain the CIM Level 4 Certificate in Professional Marketing a pass in both mandatory modules 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 aims to enable understanding of the importance of effective internal and external communications in building sustainable relationships and delivering customer value. It provides the opportunity to recognise the importance of communications planning in delivering marketing solutions. It explains how the concept of product and brand management can enable organisations to deliver customer value. It outlines the components of the marketing communications mix and enables understanding of integrated marketing communications (IMC) planning.

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 a 12-page assignment based on a given scenario and an organisation of choice. The assignment is broken down into three tasks.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Integrated Communications module content which follows.
CIM Level 4 Certificate in Professional Marketing Qualification Specification

Please refer to the CIM Level 4 Certificate in Professional Marketing Qualification Specification for all other information relating to the CIM Level 4 Certificate in Professional Marketing including:

- CIM Professional Marketing Standards
- The Level 4 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 are results issued?
- Module specifications
- What we mean by command words
- Transition arrangements
Module Content: Integrated Communication (mandatory)

Level 4  Credit value: 15  Notional learning time: 130-150 hours

Purpose statement
Marketers need to communicate effectively with internal stakeholders and customers. This module will provide you with the skills to assist in developing communications to build sustainable relationships.

Assessment
Assignment

Module weighting

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

Internal marketing
- Know how to build cross-functional relationships
- Understand how to harness resources to deliver effective marketing solutions

Value proposition
- Create effective communications to deliver value to customers
- Understand product and brand management

Marketing communications
- Understand the components of the marketing communications mix
- Develop integrated marketing communications
## Unit 1: Internal Marketing

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<th>Learning outcomes</th>
<th>Assessment criteria</th>
<th>Indicative content</th>
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<td>The learner will:</td>
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| 1. Know how to build cross-functional relationships | 1.1 Identify types of cross-functional relationships in organisations | • Relationship types and forms  
• Internal stakeholders  
• Organisational culture  
1.2 Describe the importance of internal communications | • Role and benefits of internal communications  
• Internal communications in: corporate vision and branding, cross-functional relationships, developing customer focus, creating market understanding, internal marketing  
1.3 Outline appropriate methods for internal communications | • Internal communications: auditing and planning  
• Internal media: intranets, e-mail, conferences/video conferencing, staff training, newsletters, social media  
1.4 Outline the relationship between collaborative working and meeting customer needs | • Employee branding and engagement  
• Internal and external boundaries  
• Flexible workforces |
| 2. Understand how to harness resources to deliver effective marketing solutions | 2.1 Assess organisational capabilities for marketing | • Communications management and responsibilities  
• Internal resources  
2.2 Justify allocation of internal resources to build external customer relationships | • Financial and human resources  
• Collaboration  
2.3 Illustrate different methods for setting communications budgets and assessing effect | • Budgeting methods: objective and task, affordability, percentage of sales, competitive parity, share of voice, measurability and evaluation  
2.4 Evaluate skills required for implementing and managing change | • Personal and practical capabilities |
## Unit 2: Value Proposition

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| 3. Create effective communications to deliver value to customers | 3.1 Outline communication campaign plans targeted at delivering customer value | - Customer-value propositions  
- Models of communication  
- Communications and credibility  
- Campaign planning process  
- Media planning and buying  
- Customer acquisition and retention |
|                    | 3.2 Develop effective creative briefs based on knowledge of customer value | - The creative process  
- Types of creative briefs  
- Utilising user-generated content (UGC) |
|                    | 3.3 Demonstrate relevant messages and appeals based on identified customer responses | - Customer media consumption  
- Purchase decision making and communications  
- Perceived risks  
- Message framing  
- Emotional and informational appeals |
|                    | 3.4 Explain processes for appointing and managing external agencies and partners | - Selection criteria, briefing, pitching, remuneration  
- Agency relationships management and development  
- Challenges and solutions for working with external agencies |
| 4. Understand product and brand management | 4.1 Define the concept of product management | - Product categories and classes  
- Core, actual and augmented products  
- Product features, usage and benefits  
- The product life cycle (PLC)  
- New product development and launch |
<p>|                    | 4.2 Explain the characteristics of brands and branding | - Brand differentiation: attributes, personality, perceptions |</p>
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<td><strong>4.3 Discuss the benefits of branding</strong></td>
<td><strong>4.4 Explain methods of brand building</strong></td>
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| • Branding forms  
• Manufacturer, retailer, premium, generic, value brands | • Brand equity and loyalty  
• Competitive differentiation, consistency, customer recognition  
• Brand models  
• Positioning and repositioning  
• Communications and marketing mix deployment  
• Brand portfolios  
• Brand extensions |
## Unit 3: Marketing Communications

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| 5. Understand the components of the marketing communications mix | 5.1 Compare the roles and features of marketing communications methods | • Communications and the marketing mix  
• Communications methods: advertising, sales promotion, PR, selling, direct marketing  
• Advantages and disadvantages of different communications methods  
• Above/below and through the line communications |
|                  | 5.2 Identify and evaluate different forms of media | • Range of media: online, offline, digital and social media options  
• Assess media appropriateness and effectiveness as part of integrated mix |
|                  | 5.3 Justify the application of communications tools in differing contexts | • Product and service applications  
• Business to consumer (B2C), Business to business (B2B)  
• NFP/3rd sector  
• Retail  
• Online  
• Trade, channels and supply chains  
• Small and medium-sized businesses  
• International and global markets |
|                  | 5.4 Identify communication elements which maintain corporate reputation | • Corporate identity and image  
• Organisational communications mix  
• Management communications |
| 6. Develop integrated marketing communications | 6.1 Identify appropriate communications objectives | • Changing awareness, attitudes, behaviour  
• Relationship with marketing and business objectives  
• Addressing gaps in corporate reputation |
| 6.2 Recommend integrated marketing communications (IMC) plans | • Marketing communications planning framework (MCPF)  
• Multichannel communication  
• Multichannel campaigns  
• Customer database analysis  
• Digital integration  
• Push and pull campaigns  
• Client/agency relationships and IMC  
• Coordinated and increased touch-points |
|---|---|
| 6.3 Identify appropriate linkages between internal and external communications | • Relationships between internal and external stakeholders  
• Barriers to effective integration  
• Levels of integration  
• Partnership strategies including internal marketing |
| 6.4 Measure the effectiveness of IMC | • Communications methods evaluation  
• Media effectiveness  
• Financial analysis |