

Module Specification:

Customer Communications

Customer Communications is a nine-credit elective 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 how marketing communications can be used in practice to engage with customers. It enables appreciation of the customer and considers the importance of understanding the nature of customer relationships, and how those relationships are managed and monitored. It provides the knowledge and understanding of the purpose and process of marketing communications and the range of communication tools available. It explores how to develop a successful marketing communications campaign and outlines how the campaign can be put into practice.

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 assignment. The assessment will require submission of a seven-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 Customer Communications 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: Customer Communications

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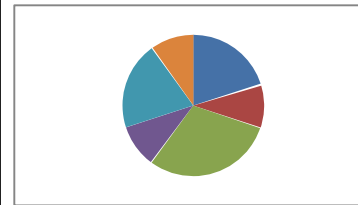
Purpose Statement

This module provides an understanding to the main elements of marketing communications and how they can be used in practice to engage with customers. Key marketing communications activities are considered in the context of developing a marketing communications campaign for customers.

Assessment

Work-based Assignment

Unit Weighting



LO 1 – 15% weighting
LO 2 – 15% weighting
LO 3 – 10% weighting
LO 4 – 30% weighting
LO 5 – 20% weighting
LO 6 – 10% weighting

Overarching Learning Outcomes

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

Who are Customers?

- Identify different types of customers
- Understand the nature and importance of customer relationships

Communicating with Customers

- Outline the purpose and process of marketing communications
- Describe the range of different marketing communications tools available

Creating a marketing communications campaign

- Develop an outline marketing communications campaign
- Illustrate how the marketing communications campaign will be put into practice

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Unit 1: Who Are Customers?

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
1. Have an understanding of different types of customers	1.1 Define the meaning of 'customers' in different contexts	<ul style="list-style-type: none"> • The market • Market share • Customers versus consumers • Prospects versus customers
	1.2 Describe the role of segmentation and targeting	<ul style="list-style-type: none"> • What is segmentation? • Benefits of segmentation (to the organisation and customers) • Criteria of an effective segment, eg measurable, identifiable, substantial, accessible, reached using a tailored marketing mix • Main methods of consumer segmentation, eg geographic, demographic, geo-demographic, psychographic, behavioural, benefit • Main methods of segmenting business markets, eg SIC, geographic location, size (employees/revenues) • Main target market strategies, eg concentrated, differentiated, undifferentiated
	1.3 Explain the characteristics of B2C customers	<ul style="list-style-type: none"> • Types of consumers • Influences on buying behaviour • Product/service adoption (diffusion) • The consumer decision-making process
	1.4 Explain the characteristics of B2B customers	<ul style="list-style-type: none"> • Types of business organisations • Influences on organisational buying behaviour • The organisational decision-making unit • The business buying process
2. Understand the nature and importance of customer relationships	2.1 Define different types of customer relationships	<ul style="list-style-type: none"> • Transactional relationships • Longer-term relationships • Collaborative/partnership relationships

	2.2 Explain the benefits of managing customer relationships	<ul style="list-style-type: none"> • Customer loyalty (definition and benefits) • The loyalty ladder • Customer retention (definition and benefits) • Lifetime value of customer relationships
	2.3 Describe 'customer relationship management'	<ul style="list-style-type: none"> • What is customer relationship management? • The use/role of technology in 'CRM' • The importance of customer satisfaction • Defining customer service needs
	2.4 Illustrate how organisations manage and develop customer relationships	<ul style="list-style-type: none"> • Use of data in managing customer relationships • Use of segmentation • Managing relationships based on customer value • Key role of marketing communications in managing customer relationships (personalisation) • Importance of branding
	2.5 Explain methods used to monitor customer satisfaction	<ul style="list-style-type: none"> • Use of 'customer satisfaction index' • Monitoring complaints • Feedback from defecting customers • Benchmarking against competitors • Use of market research (questionnaires and focus groups) • Mystery shoppers

Unit 2: Communicating With Customers

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
3. Know the purpose and process of marketing communications	3.1 Describe how marketing communications fit within the overall marketing mix	<ul style="list-style-type: none"> • Definition of external communications • Brief explanation of the marketing mix • Importance of developing an appropriate marketing mix • Relationship between communications and other mix elements
	3.2 Explain the role and benefits of external marketing communications	<ul style="list-style-type: none"> • The use of marketing communications to differentiate, reinforce, inform, persuade • The benefits of effective marketing communications, eg consistency, branding, better use of resources (finance and people) • Implementing the AIDA model
	3.3 Describe how to prepare for an external marketing communications campaign	<ul style="list-style-type: none"> • Consider factors in the external environment • Review competitor activities • Consider the target market characteristics • Ensure fit with the organisation's brand and values • Communications strategy (push, pull, profile)
	3.4 Assess the role and importance of marketing communications objectives	<ul style="list-style-type: none"> • Use and role of objectives • Typical marketing communications objectives • Fit with corporate objectives and marketing objectives (hierarchy of organisational objectives) • The role of setting objectives in performance monitoring and management
4. Understand the range of different marketing communications tools available	4.1 Explain the importance of the marketing communications mix	<ul style="list-style-type: none"> • Define the marketing communications mix • Uses of the marketing communications mix • The categories of tools within the marketing communications mix: advertising, personal selling, sales promotion, public relations and direct marketing • The importance of using a range of tools

		<ul style="list-style-type: none"> • Above-the-line and below-the-line
	4.2 Describe the uses of advertising, sales promotion and PR (public relations) within a marketing communications campaign	<ul style="list-style-type: none"> • Types of advertising • Uses of advertising • Sales promotions defined • Uses of sales promotions to prompt purchase, retention and additional spend • Public relations (PR) defined • Uses of PR
	4.3 Describe the uses of direct marketing and personal selling	<ul style="list-style-type: none"> • Main methods of direct marketing (eg direct mail, direct response advertising, email, online) • Benefits of direct marketing, eg lower costs, campaigns are trackable, targeted campaigns, resource efficiency • When it might be used, eg existing customers, new business acquisition, promoting new products, cross-selling, customer loyalty programmes • Use of data, eg importance of keeping the data up to date, confidentiality, security • Face to face, selling and telesales • Business and consumer contexts of personal selling
	4.4 Describe the uses of online and social media marketing communications tools	<ul style="list-style-type: none"> • Online tools used in marketing communications • Use of social media in marketing communications • The uses of online/social media tools • Key benefits, issues and considerations

Unit 3: Creating A Marketing Communications Campaign

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
5. Be able to create an outline marketing communications campaign	5.1 Develop SMART objectives for a communications campaign	<ul style="list-style-type: none"> • Define SMART objectives • The importance of objectives in campaign planning and management • Deciding on objectives
	5.2 Develop a clear message for a marketing communications campaign	<ul style="list-style-type: none"> • Messaging defined • The importance of the communications message • Fit with values/brand • Key decisions when determining an appropriate message for a campaign
	5.3 Recommend an appropriate marketing communications mix for a campaign	<ul style="list-style-type: none"> • Understanding the target market • Aligning the message • Ensuring fit against the desired objectives • Fit with other elements of the marketing mix
6. Be able to illustrate how the marketing communications campaign will be put into practice	6.1 Plan and co-ordinate the resourcing for a marketing communications campaign	<ul style="list-style-type: none"> • The importance of internal communications • Ensuring alignment of stakeholders • Briefing 'customer-facing' staff • The role of external agencies
	6.2 Describe the importance of having a schedule for the campaign	<ul style="list-style-type: none"> • Define the 'media schedule' • Considerations when scheduling activities • Integration of marketing communications activities • Ensuring consistency (of message and against brand values)
	6.3 Prepare an outline budget for a marketing communications campaign	<ul style="list-style-type: none"> • Role and importance of budgeting in planning a marketing communications campaign • Setting the budget, eg objective/task method, competitive parity, percentage of sales, affordability, incremental, zero-based • Key influences on the budget • Issues in managing the budget (and performance against the budget)

	6.4 Describe how the effectiveness of the campaign can be measured and evaluated	<ul style="list-style-type: none">• The importance of monitoring and evaluating a campaign• Measuring the effectiveness of advertising (eg recognition, recall, impact on brand), PR (eg advertising value equivalent), direct marketing (eg numbers of responses, online and social media tools (eg direct responses, follows, visits, likes)• Reviewing effectiveness against objectives and budgets
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