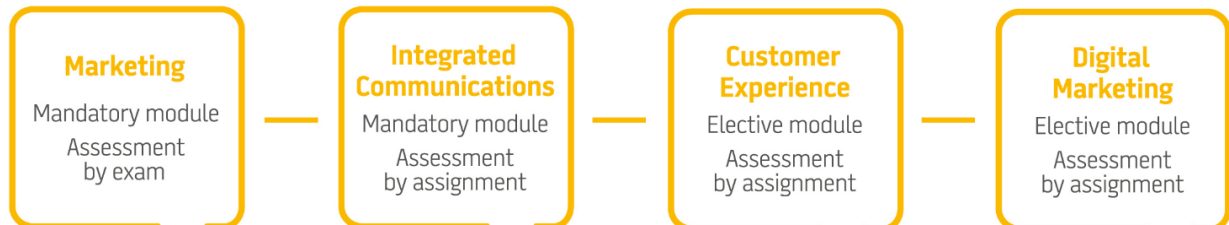


Module Specification:

Integrated Communications

Integrated Communications 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 an assignment based on a given scenario and an organisation of choice.

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 Competencies
- The Level 4 qualification structure
- Who it's for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- 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

Module Content: Integrated Communications (mandatory)

Level 4	Credit value: 15	Total Qualification Time: 170 hours
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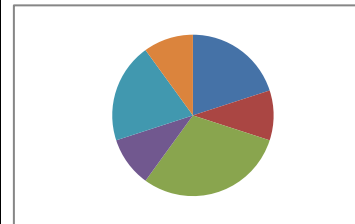
Purpose statement

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

Work-based assignment

Module weighting



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

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

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
1. Know how to build cross-functional relationships	1.1 Identify types of cross-functional relationships in organisations	<ul style="list-style-type: none"> Relationship types and forms Internal stakeholders Organisational culture
	1.2 Describe the importance of internal communications	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Communications management and responsibilities Internal resources
	2.2 Justify allocation of internal resources to build external customer relationships	<ul style="list-style-type: none"> Financial and human resources Collaboration
	2.3 Illustrate different methods for setting communications budgets and assessing effect	<ul style="list-style-type: none"> Budgeting methods: objective and task, affordability, percentage of sales, competitive parity, share of voice, measurability and evaluation

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
	2.4 Evaluate skills required for delivery of effective marketing solutions	<ul style="list-style-type: none"> • Personal skills – networking, communicating, motivating • Practical capabilities – planning, writing, researching • Cross functional network

Unit 2: Value Proposition

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
3. Create effective communications to deliver value to customers	3.1 Outline communication campaign plans targeted at delivering customer value	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • The creative process • Types of creative briefs • Utilising user-generated content (UGC)
	3.3 Demonstrate relevant messages and appeals based on identified customer responses	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Product categories and classes • Core, actual and augmented products • Product features, usage and benefits • The product life cycle (PLC) • Product management through the adoption cycle

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
		<ul style="list-style-type: none"> • New product development process
	4.2 Explain the concepts of brands and branding	<ul style="list-style-type: none"> • Brand vision and values • Brand promise or proposition • Brand personality differentiation and positioning • Brand models eg, Brand onion, Aaker's Brand personality, Kapferer's Brand Prism • Manufacturer, retailer, premium, generic, value brands • Brand image
	4.3 Discuss the benefits of branding	<ul style="list-style-type: none"> • Customer benefits and organisation benefits • Brand equity: awareness perception and loyalty • Competitive differentiation, consistency, and protection • Customer recognition, perceived risk and decision-making • Balance sheet
	4.4 Explain methods of brand building	<ul style="list-style-type: none"> • Brand models • Positioning and repositioning • Communications and marketing mix deployment • Brand portfolios • Brand extensions • Value of brands to the organisation

Unit 3: Marketing Communications

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
5. Understand the components of the marketing communications mix	5.1 Compare the roles and features of marketing communications methods	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Range of media: online, offline, digital and social media options • Assess media appropriateness and effectiveness as part of integrated mix • Comparing cost, credibility, communication effectiveness and control
	5.3 Justify the application of communications tools in differing contexts	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Corporate identity and image • Organisational communications mix • Management communications

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
6. Develop integrated marketing communications	6.1 Identify appropriate SMART communications objectives	<ul style="list-style-type: none"> • Setting SMART objectives • Changing awareness, attitudes and behaviour • Relationship with marketing and business objectives • Addressing gaps in corporate reputation
	6.2 Recommend integrated marketing communications (IMC) plans	<ul style="list-style-type: none"> • Marketing communications planning frameworks eg, (MCPF/ APIC) • Context analysis • Communication goals • Push pull and profile strategies • Coordinated communications mix - • Multichannel planning and digital integration • Client/agency relationships and IMC • Implementation plans/charts
	6.3 Identify appropriate linkages between internal and external communications	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Communications methods evaluation • Media effectiveness • Financial analysis



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