

Module Specification:

Marketing

Marketing is a 17 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 is about recognising the importance of marketing's role in driving success and delivering results. It provides the knowledge and understanding of the function of marketing within the organisation and demonstrates how an appreciation of customer behaviour can enable effective targeting. It outlines an understanding of how external environmental influences affect planning and how information enables decision making. It outlines the elements of the marketing mix and how these are applied to address market and customer needs.

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 multiple-choice questions to be completed in a controlled assessment.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Marketing 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: Marketing (mandatory)

Level 4	Credit value: 17	Total Qualification Time: 170 hours
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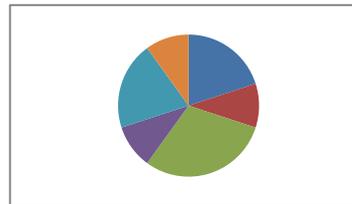
Purpose statement

Marketing is a key driver of success in today's dynamic organisations. This module will give you an insight into marketing concepts and tools and how these are applied to deliver results.

Assessment

Multiple-Choice Question Examination (controlled assessment)

Module weighting



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

Overarching learning outcomes

By the end of this module, learners should be able to:

The Marketing Concept

- Understand the role and function of marketing
- Understand what influences customer/consumer behaviour

Analysis and Insight

- Identify factors and trends in the marketing environment and how they affect marketing planning
- Identify options for gathering relevant marketing information

Marketing Mix

- Know the elements of the marketing mix
- Apply and adapt the marketing mix to satisfy customer needs

Unit 1: The Marketing Concept

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
1. Understand the role and function of marketing	1.1 Define marketing	<ul style="list-style-type: none"> • Management process • Business philosophy • Exchange process • Marketing orientation (product/production/sale orientation) • Satisfaction of customer needs • Catalyst for change
	1.2 Explain marketing's role in business	<ul style="list-style-type: none"> • Create and maintain customer, brand and stakeholder value • Identify market trends and inform business decision making • Monitor and act to remain competitive
	1.3 Explain the function of marketing	<ul style="list-style-type: none"> • Bridge between the customer and the organisation • Impact on company performance link to strategic planning • Cross functional working • Collecting and analysing information • Understanding and championing customers
	1.4 Outline the marketing planning process	<ul style="list-style-type: none"> • Staged and cyclical approaches (eg, MOST, PR Smith's SOSTAC®, APIC)

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
2. Understand what influences customer/consumer behaviour	2.1 Discuss the importance of customer/consumer buying behaviour to marketers	<ul style="list-style-type: none"> • Demonstrate understanding differences between consumers and customers • Design of more appropriate and relevant marketing programmes • Impacts on effectiveness and customer/consumer satisfaction • Building and managing relationships with customers/consumer • Adoption of innovations
	2.2 Appraise the key influences on the customer/consumer buying process	<ul style="list-style-type: none"> • Sequential process of customer/consumer buying behaviour • Psychological influences • Social and cultural influences • Personal factors
	2.3 Appraise the key influences on the business to organisational buying process	<ul style="list-style-type: none"> • Staged process of organisational purchasing • Environmental factors • Organisational factors • Group factors • Individual factors • The Decision Making Unit (DMU) and roles
	2.4 Compare the different types of consumer and business to business buying behaviour	<ul style="list-style-type: none"> • Routine response • Limited decision making • Extensive decision making • Impulse buying • Straight rebuy • Modified rebuy • New task

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
	2.5 Explain the principle of market segmentation and how markets are segmented	<ul style="list-style-type: none"> • Segmentation-targeting-positioning • Effective segmentation criteria (measurable, substantial, accessible, differentiable, actionable) • Subdividing consumer and business markets

Unit 2: Analysis and Insight

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
3. Identify factors and trends in the marketing environment and how they affect marketing planning	3.1 Identify key factors in the macro-environment	<ul style="list-style-type: none"> • Political • Economic • Social • Technological • Environmental • Legal • Ethics and CSR
	3.2 Identify key factors in the micro-environment	<ul style="list-style-type: none"> • Customers • Competitors • Distributors • Suppliers • Interest groups/stakeholders
	3.3 Identify key components of the internal environment	<ul style="list-style-type: none"> • Organisation types (PLC/private/NFP/Govt.) • Resources • Competencies • Organisational goals and objectives • Corporate governance • Risk management
	3.4 Explain the impact of macro, micro and internal factors on the marketing planning process	<ul style="list-style-type: none"> • Environmental influences and the marketing plan • Mission/Vision • Objectives • Strategy • Tactics

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
4. Identify options for gathering relevant marketing information	4.1 Describe key information types	<ul style="list-style-type: none"> • Internal and external • Primary and secondary • Qualitative and quantitative
	4.2 Identify the differing techniques that can be used to collect primary data	<ul style="list-style-type: none"> • Surveys • Interviews • Focus groups • Panels • Delphi • Observation and participation • Experiments • Use of web based analytics • Other techniques including mystery shopping, internet information sources, store audits, scanner data
	4.3 Identify relevant sources of secondary information on markets, customers/consumers and competitors	<ul style="list-style-type: none"> • Government sources • Commercial market research reports • Trade and industry sources • Competitor data • Online information sources • Media sources • Social media feeds and blogs • Financial, geographic and demographic databases • Internal databases and records • Real time data • Big data
	4.4 Demonstrate the management and interpretation of information as insights	<ul style="list-style-type: none"> • MKIS • Test and learn • 'What if' scenarios

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
		<ul style="list-style-type: none"> • Environmental scanning and forecasting • Benefits of insights • Depth of understanding of consumer behaviour and attitudes • Basis of competitive advantage • Impact on planning and NPD

Unit 3: Marketing Mix

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
5. Know the elements of the marketing mix	5.1 Describe the four key elements of the marketing mix	4 Ps <ul style="list-style-type: none"> • Product • Price • Place • Promotion
	5.2 Describe the three key elements in the extended marketing mix	3 Ps <ul style="list-style-type: none"> • Process • People • Physical evidence
	5.3 Explain the importance of developing a co-ordinated approach to the marketing mix in differing context	<ul style="list-style-type: none"> • Impact on target markets and their needs • Co-ordination and compatibility of the mix • Impact on elements within the mix • Impact on competitors/competitiveness • Link to differing context B2B, B2C, NFP
6. Apply and adapt the marketing mix to satisfy customer needs	6.1 Recommend a marketing mix for products and services	<ul style="list-style-type: none"> • 7 Ps • Link to objectives and target market • Co-ordinated approach • Building and maintaining relationships
	6.2 Recommend a marketing mix in different contexts	<ul style="list-style-type: none"> • B2C • B2B • NFP/3rd sector • Small and medium-sized businesses • International markets • Relationship marketing • International: standardisation vs adaption

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
	6.3 Explain how to adapt the marketing mix in changing environmental conditions ensuring the continuing satisfaction of customer needs	<ul style="list-style-type: none"> • Changing macro and micro factors • Changes in competition • Customer trends • Economic, social, political and technological factors • Adaptation of the elements of the mix to meet changing conditions • Satisfy ongoing customer needs
	6.4 Recommend how the effectiveness of the marketing mix can be measured and controlled, introduction of marketing metrics.	<ul style="list-style-type: none"> • Product – market share, sales, number of new products, repeat purchases • Price – margin, discount levels, comparisons • Place – costs, volume, growth, stock levels, customer satisfaction • Promotion – media coverage, cost per contact, sales/call ratios, awareness levels, enquiries generated • Measurements - profit, ROMI, CLV, NPS and customer satisfaction • Control mechanisms to ensure objectives are achieved



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