

CIM Level 4

Certificate in Professional Marketing Graduate Gateway

Module specification:
Marketing in Action

CIM

Graduate Gateway



Module Specification:

Marketing in Action

Marketing in Action is a 17 credit elective module which has been developed specifically for the Graduate Gateway programme.

<p>Marketing</p> <ul style="list-style-type: none">• Exemption	<p>Integrated Communications</p> <ul style="list-style-type: none">• Exemption	<p>Marketing in Action</p> <ul style="list-style-type: none">• Assessment by assignment
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The Graduate Gateway programme enables learners who are currently studying towards a marketing degree to also gain a professional marketing qualification. Graduate Gateway learners are exempt from the modules, Marketing and Integrated Communications, of the CIM Level 4 Certificate in Professional Marketing. Learners are required to pass the Marketing in Action module to gain the full CIM Level 4 Certificate in Professional Marketing.

Aim of the module

This module has been designed to give learners the opportunity to demonstrate knowledge and understanding of the marketing theory already gained and putting this learning into practice. The module is about appreciating the importance of a well-planned marketing project and implementing the project in a structured and focused manner to achieve the identified objectives. It outlines the key stages of a marketing project by addressing the need to identify the target customer/audience, the importance of information gathering and analysis, how to deliver customer expectations and the need for alternative approaches, evaluation of activities and reflection on the success.

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 work-based assignment.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Marketing in Action 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 in Action

Level 4	Credit Value: 17	Total Qualification Time: 170 hours Guided Learning Hours: 150 hours
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Purpose statement

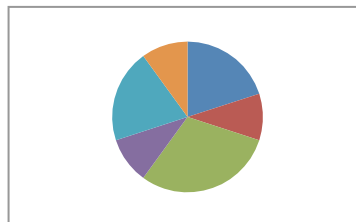
Based around the four aspects required for any plan to be successful this module is choosing a project relevant to the learner which requires them to create a solution for a given event/ product/ service/ concept or even next career stage.

Using available resources to develop a structured approach to decision making and value added approach presented in a creative, energised and relevant way.

Assessment

Work-based assignment

Module Weighting



LO 1 – weighting	15%
LO 2 – weighting	10%
LO 3 – weighting	15%
LO 4 – weighting	35%
LO 5 – weighting	10%
LO 6 – weighting	15%

Overarching learning outcomes

By the end of this module learners should:

Project choice

- Understand the scope of the project and how customer expectations can be met
- Know the project focus and direction Project Planning and Implementation

Project Planning and Implementation

- Be able to develop a project plan to deliver identified objectives
- Understand the activities within the planned approach to deliver the project

Measuring Success

- Understand the ways that marketing activities can be measured
- Understand the process and the practical activities undertaken and suggest improvements for the future

Unit 1: Project Choice

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
1. Understand the scope of the project and how customer expectations can be met	1.1 Explain the factors that influence the project choice and aims	<ul style="list-style-type: none"> • External environmental • Internal environment • Individual strengths and weakness's • Controllable/Uncontrollable factors
	1.2 Identify and define your customer / audience	<ul style="list-style-type: none"> • Who is the end user/recipient • Understanding expectations • Understanding customer behaviours and motivation
	1.3 Explain the customer profile and likely expectations	<ul style="list-style-type: none"> • Customer decision making process • Wants and needs • Substitute products • Customer behaviour
2. Know the project focus and direction	2.1 Collect information to inform decision making	<ul style="list-style-type: none"> • Information search • Analysis of data • Assessing the validity of data source • Assess reliability of data
	2.2 Assess the resources available and possible limitations/ barriers to completion.	<ul style="list-style-type: none"> • Identifying skills and resources needed to complete the project • Contingency plans • Sourcing skills and resource • Budgeting & costing of required resource
	2.3 Demonstrate the importance of fulfilling customer expectations within the context of the project	<ul style="list-style-type: none"> • Consequences of meeting/ not meeting expectations • Customer satisfaction and loyalty • Competitor offers

Unit 2: Project Planning & Implementation

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
3. Be able to develop a project plan to deliver identified objectives.	3.1 Identify and evaluate alternative options to deliver customer expectations	<ul style="list-style-type: none"> • Customer value propositions • Customer acquisition and retention • Segmentation, Targeting and positioning
	3.2 Define the most appropriate marketing mix to deliver expectations within resources available	<ul style="list-style-type: none"> • 7Ps • Link to objectives and target customer • Co-ordinated approach
	3.3 Define the key deliverables and timescales for the project	<ul style="list-style-type: none"> • Determining activities • Scheduling time and resource • Objective setting
	3.4 Demonstrate relevant messages and appeals based on identified customer responses	<ul style="list-style-type: none"> • Customer media consumption • Message framing • Emotional and informational appeals
4. Understand the activities within the planned approach to deliver the project.	4.1 Demonstrate how to implement a plan	<ul style="list-style-type: none"> • Planned v actual outcomes • Identifying possible risk factors • Identify key milestones
	4.2 Determine key stages and milestones within a plan	<ul style="list-style-type: none"> • Communication / Liaison between key stakeholders • Allocation/sourcing of identified resource • Measurement of progress.
	4.3 Identify the need for alternative approaches	<ul style="list-style-type: none"> • Contingency planning • Analysing alternative approaches • Assessing the risk to the overall project • Informing the key stakeholders • Budget implications of change

Unit 3: Measuring Success

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
5. Understand the ways that marketing activities can be measured.	5.1 Undertake research to determine customer satisfaction	<ul style="list-style-type: none"> Collecting robust customer data. Quantitative versus qualitative Data collection methods
	5.2 Compare the project outcomes versus objectives set	<ul style="list-style-type: none"> Presenting measurement of success Identifying gaps in performance
	5.3 Identify key areas of success / failure	<ul style="list-style-type: none"> Analysing data Collecting feedback
	5.4 Summarise project performance	<ul style="list-style-type: none"> Impartial review
6. Understand the process and the practical activities undertaken and suggest improvements for the future.	6.1 Clearly demonstrate where the project succeeded and failed	<ul style="list-style-type: none"> Analysing data collected Reflective skills
	6.2 Reflect on the activities undertaken in relation to achieving the objectives set	<ul style="list-style-type: none"> Identify gaps in customer experience Alternative activities considered
	6.3 Determine how change could improve the project outcomes	<ul style="list-style-type: none"> Recommending alternative courses of action Linking recommendations to facts

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