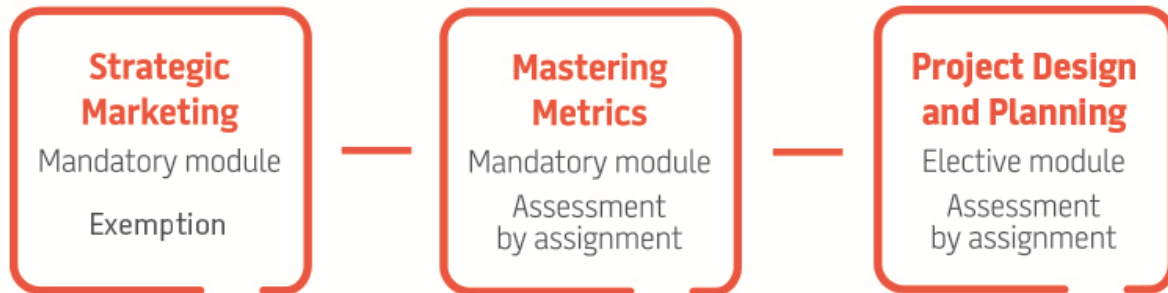


Module Specification:

Project Design and Planning

Project Design and Planning is a 17 credit module which has been developed specifically for the Graduate Gateway programme.



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 mandatory module, Strategic Marketing, of the CIM Level 6 Diploma in Professional Marketing. Learners are required to pass the Mastering Metrics mandatory module plus the Project Design and Planning module to gain the full CIM Level 6 Diploma in Professional Marketing. However, each module can be taken as a standalone module to gain a module award.

Aim of the module

This module has been designed to give learners the opportunity to demonstrate the knowledge and understanding of marketing theory already gained and applying this to reflect and have insight into a specific marketing project based on a real organisation. The module focuses on the ability to make an informed evaluation of a marketing project, to self-evaluate and reflect on own performance and to make recommendations for future improvements. It highlights the importance of the project design process and the challenges involved in implementing a successful marketing project. It analyses the various theoretical models to carry out full evaluation and impact assessment of the project and provides an appreciation of the importance of reflection for future project 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 an assignment based on a given scenario.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Project Design and Planning module content which follows.

CIM Level 6 Diploma in Professional Marketing Qualification Specification

Please refer to the CIM Level 6 Diploma in Professional Marketing Qualification Specification for all other information relating to the CIM Level 6 Diploma in Professional Marketing including:

- CIM Professional Marketing Competencies
- The Level 6 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

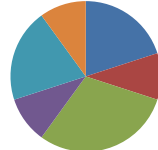
Module Content: Project Design and Planning

Level 6	Credit value: 17	Total Qualification Time: 170 hours Guided Learning Hours: 150 hours
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Purpose statement

This module is designed to provide reflection and insight into a specific marketing project based on a real organisation within which you have undertaken an active role. Participation in the marketing project should be significant enough to permit an evaluation of the project itself, the aim/objectives/outcomes, internal and external stakeholders and, in addition, to critically reflect on your own involvement.

Assessment

Work-based assignment	<p>Module weighting</p>  <p>LO 1 – 15% weighting LO 2 – 10% weighting LO 3 – 15% weighting LO 4 – 20% weighting LO 5 – 20% weighting LO 6 – 20% weighting</p>
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Overarching learning outcomes

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

Project Design

- Understand how to utilise the design process to deliver a successful marketing project
- Understand the impact of stakeholder management

Project Evaluation

- Understand the challenges involved in developing and implementing a successful marketing project
- Understand the significance of project evaluation and assessing impact

Reflection and Improvement

- Understand the importance of reflection in developing a project
- Understand a range of marketing tools and processes that could be implemented to improve future project success

Unit 1: Project Design

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
1. Understand how to utilise the design process to deliver a successful marketing project	1.1 Determine the theoretical bases for a marketing project	<ul style="list-style-type: none"> • Determination and type of project • Project planning • Project design requirements • Project processes and deliverables
	1.2 Identify an appropriate marketing project, highlighting the problem or issue within the specific project	<ul style="list-style-type: none"> • Identification of the type of project • Problem identification • Potential risk assessment
	1.3 Evaluate a project aim plus objectives versus an identified project problem	<ul style="list-style-type: none"> • Standard setting – goals, objectives, critical success factors • Determining deliverables • Communication of standards
	1.4 Devise key milestones and targets related to the aim and objectives	<ul style="list-style-type: none"> • Project schedule • Target setting • Project performance management • Identification of potential areas of conflict
2. Understand the impact of stakeholder management	2.1 Evaluate a basis of theory relevant to stakeholder management	<ul style="list-style-type: none"> • Stakeholder theory – eg, Freeman, Mendelow, Mintz, Phillips, Rousow • Stakeholder typology • Internal and external stakeholders • Stakeholder mapping

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
	2.2 Identify key stakeholders and their level of involvement within the project	<ul style="list-style-type: none"> • Stakeholder identification • Stakeholder analysis
	2.3 Evaluate each stakeholder applying appropriate models	<ul style="list-style-type: none"> • Stakeholder evaluation • Stakeholder inclusiveness • Stakeholder management capability • Stakeholder management
	2.4 Discuss interactions with/by stakeholders and their impact	<ul style="list-style-type: none"> • Impact assessment • Stakeholder communications • Desired stakeholder actions

Unit 2: Project Evaluation

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
3. Understand the challenges involved in developing and implementing a successful marketing project	3.1 Evaluate relevant theoretical bases on culture, management, leadership and resource utilisation	<ul style="list-style-type: none"> • Organisational culture – organisational types, cultural considerations, change management strategies eg, Tromenaar, Hofstede • Management and leadership – communication, involvement, delegation, task allocation eg, Maslow, Herzberg, Vroom, McClelland • Managing resources • Marketing metrics – setting performance standards
	3.2 Identify and discuss the challenges related to a specified project	<ul style="list-style-type: none"> • Risk assessment – self, organisational, client-based • Types of risk – operational, financial knowledge, compliance, cyber, project-based • Managing and overcoming risk
	3.3 Analyse project successes, challenges and failures	<ul style="list-style-type: none"> • Actual versus desired • Internal and external communication of results • Operational impact and context
	3.4 Evaluate project results and their impact on project outcome	<ul style="list-style-type: none"> • Impact analysis • Competency assessment

		<ul style="list-style-type: none"> • Feedback control systems • Limitations, implementation, termination and evaluation
4. Understand the significance of project evaluation and assessing impact	4.1 Critical analysis of theoretical models utilised in project evaluation	<ul style="list-style-type: none"> • Marketing metrics; graphs, charts and tables, spreadsheets • Measurement and control models • The marketing dashboard • Project feedback methods • Control systems and methods
	4.2 Utilise a variety of methods, including control and techniques to enable effective monitoring and measurement used within a specified project	<ul style="list-style-type: none"> • Project scorecard • Objective review • Budget review • Update reporting • Productivity • Corrective action planning
	4.3 Critically evaluate the impact and results of the project, taking into account the project aim and objectives	<ul style="list-style-type: none"> • Impact analysis • Performance standards – KPIs, qualitative and quantitative standards
	4.4 Recommend improvements to the current project selection, development and management processes currently used	<ul style="list-style-type: none"> • Project selection recommendations • Recommendations relating to project implementation, management and control

Unit 3: Reflection and Improvement

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
5. Understand the importance of reflection in developing a project	5.1 Identify relevant theory relating to self-evaluation and reflection on performance	<ul style="list-style-type: none"> • Reflective practice • Self-evaluation and reflective models eg, Gibb’s reflective cycle, Kolb, Platzner, Rolfe • Communication skills – internal and external communication, verbal and written communication • Performance management – measuring performance against objectives and standards • Performance feedback methods
	5.2 Identify own input into a specified project and evaluate the impact on project deliverables	<ul style="list-style-type: none"> • Project selection process • Personal responsibilities • Self-evaluation of actions and input • Reflection on results
	5.3 Outline how the project experience ensures success in future projects	<ul style="list-style-type: none"> • Performance management of self • Project improvement • Future planning
6. Understand a range of marketing tools and processes that could be implemented to improve future project success	6.1 Identify marketing tools relevant to the current project including risk	<ul style="list-style-type: none"> • Skills and competence • Role definition

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
	evaluation, resource capability and management and operational impact	<ul style="list-style-type: none"> • Recruitment • Training and section • Internal and external risk evaluation • Marketing tools – planning, internal/external communication, cost management, performance standards
	6.2 Critically evaluate the effectiveness of a range of marketing tools	<ul style="list-style-type: none"> • Historical data review • The marketing dashboard • Variance analysis – internal and external • Benchmarking
	6.3 Recommend future improvements to marketing tools currently used	<ul style="list-style-type: none"> • Identification of areas for improvement – strategic, tactical and resource-based • Relevant recommendations made with reference to the specified project
	6.4 Recommend future project management improvements	<ul style="list-style-type: none"> • Project termination • Recommendations relating to future project management with reference to the specified project



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