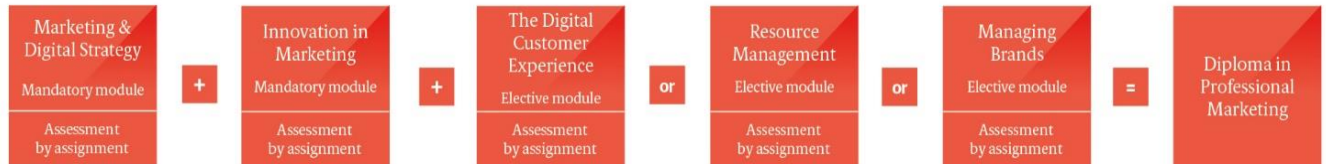


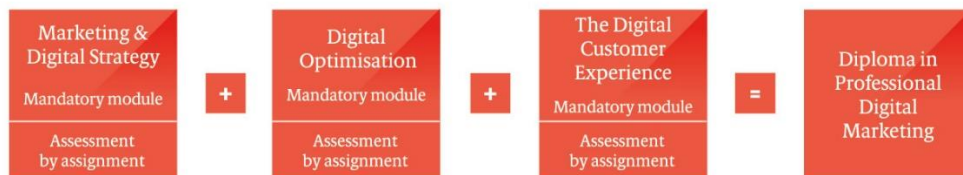
Module Specification:

Marketing & Digital Strategy (VRQ)

Marketing & Digital Strategy is a 17-credit mandatory module which sits within the suite of Level 6 modules.



Marketing & Digital Strategy is common to both CIM Level 6 Diploma qualifications. To gain the CIM Level 6 Diploma in Professional Marketing a pass in both mandatory modules plus one elective module is required.



To gain the CIM Level 6 Diploma in Professional Digital Marketing a pass in all three modules is required.

If studied as a standalone module, an individual award can be achieved.

Aim of the module

This module will enable you to take both a traditional and digital strategic approach to marketing planning, integrating digital strategy, models, frameworks and techniques throughout to achieve competitive advantage. You will be able to recognise the significance of situation analysis and use techniques to assess the external and internal environments that enable effective decision making. You will also be able to apply all stages within the marketing planning process – from the audit, through strategic decision making, to implementation of plans across both traditional and digital channels. Finally, you will learn how to manage resources and employ monitoring and measurement techniques that enable the achievement of strategic marketing objectives.

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 theme and an organisation of choice.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Marketing & Digital Strategy module content which follows.

CIM Level 6 Diploma in Professional Marketing (VRQ)/CIM Level 6 Diploma in Professional Digital Marketing (VRQ) Qualification Specification

Please refer to the CIM Level 6 Diploma in Professional Marketing/CIM Level 6 Diploma in Professional Digital Marketing Qualification Specifications for all other information relating to the CIM Level 6 Diplomas including:

- CIM Professional Marketing Competencies
- The Level 6 qualification structure
- Who it is for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- Modes of study
- How it is assessed – assessment methodology
- How the assessment is delivered and when
- How it is graded
- When are results issued?
- Module specifications
- What we mean by command words

Module Content: Marketing & Digital Strategy (mandatory)

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

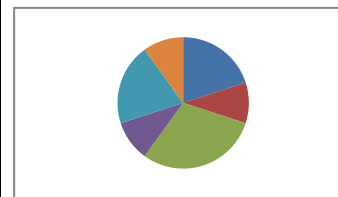
Purpose statement

This module develops knowledge and skills to enable a strategic approach to marketing planning, applying both traditional and digital models, frameworks and techniques to achieve a competitive advantage. The module covers three units: the first unit develops skills in analysing the environment and identifying insights for strategic decisions; the second unit covers the development of effective strategic marketing plans, which includes digital strategy, to deliver objectives; and the third unit develops resource, monitoring and measurement skills to implement and control the strategic marketing plan.

Assessment

Organisation based assignment

Module weighting



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

Overarching learning outcomes

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

Situation Analysis

- Understand how to analyse an organisation's current and future internal and external environments
- Interpret relevant information and insights to recommend and inform strategic decision making

Planning

- Develop marketing objectives and strategy to deliver organisational objectives
- Develop a strategic marketing plan and a supporting marketing mix to deliver marketing objectives

Implementation and Control

- Define the resources required to deliver the strategic marketing plan
- Apply the results of monitoring and measurements, and adapt the marketing plan for continuous improvement

Unit 1: Situation Analysis

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
1. Understand how to analyse an organisation's current and future internal and external environments	1.1 Explain the relationship between market orientation, environmental analysis and sustainable competitive advantage	<ul style="list-style-type: none"> • Market, digital and brand analysis tools and techniques • All forms of market and other orientation • Culture, leadership and management styles • Core competencies and the resource-based view • Long-term profit focus and responsible/ethical marketing • Achieving competitive advantage
	1.2 Understand how to apply a range of online and offline marketing environmental analysis techniques to generate insights	<ul style="list-style-type: none"> • Analysis of the macro and the micro environment • Internal environmental analysis techniques • Analysis of current online and offline activity • Skills and challenges with data gathering and analysis • Identification of barriers to achieving competitive advantage • Disruptive elements of the digital environment • Concepts of social connectivity
2. Interpret relevant information and insights to recommend and inform strategic decision making	2.1 Undertake an environmental audit	<ul style="list-style-type: none"> • Gather data and insights from external and internal environments • Research methods for auditing online and offline marketing environments • Marketing research for marketing planning and strategy development

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
		<ul style="list-style-type: none"> • Intelligence and scanning of changing market conditions • Implications for demand forecasting
	2.2 Apply internal and external analysis to develop market insights	<ul style="list-style-type: none"> • Internal and external, online and offline analysis techniques • Macro and micro environmental analysis techniques • Analyse customer behaviour with reference to digital behaviours, identities and personas • Impact of digital on competitive environment • Impact of disruption on internal resources • Analyse internal digital capabilities and limitations • Models of strategic thinking • Risks and barriers associated with effective marketing planning • Resources and capabilities analysis • Marketing Information Systems

Unit 2: Planning

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
3. Develop marketing objectives and strategy to deliver organisational objectives	3.1 Develop a range of justifiable traditional and digital goals	<ul style="list-style-type: none"> • Mission/vision statements • Corporate objectives • SMART strategic marketing objectives • Objective setting for acquisition, conversion and retention • Objectives to increase adoption and implementation of new technologies • Objectives to support integration of all marketing activity • External and internal contexts of the organisation
	3.2 Justify appropriate traditional and digital strategic options to achieve organisational goals	<ul style="list-style-type: none"> • Frameworks and tools for developing strategies • Strategic options in changing environments • Development of customer personas • Synergy between online and offline strategy • All aspects of resources
4. Develop a strategic marketing plan and a supporting marketing mix to deliver marketing objectives	4.1 Prepare a strategic marketing plan to deliver the marketing objectives	<ul style="list-style-type: none"> • Frameworks and tools for developing strategic marketing plans • Brand strategies • Digital strategies • Profit and sales projections • Relationship/one-to-one marketing

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
	4.2 Recommend justified traditional and digital strategic decisions	<ul style="list-style-type: none"> • Market intelligence and organisational dynamics • Evaluation matrices • Suitability, feasibility and acceptability • Associated risk • Return on marketing investment • Stakeholder expectations • Strategic logic
	4.3 Propose tactical recommendations which are justifiable and synergistic with strategic decisions	<ul style="list-style-type: none"> • Marketing mix plans • Different types of marketing and communications plans – traditional and digital

Unit 3: Implementation and Control

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
5. Define the resources required to deliver the strategic marketing plan	5.1 Develop a realistic plan for the online and offline implementation of a marketing strategy	<ul style="list-style-type: none"> • Detailed action plan using established frameworks • Relevant legislative, regulatory and code of conduct considerations
	5.2 Determine key variables and resources required for the successful implementation of a marketing strategy	<ul style="list-style-type: none"> • Resource and capability requirements, allocation and attainment • Outsourcing and agencies • Critical success factors • Cultural attitudinal shifts • Risk assessment and contingency planning • Social and ethical implications
6. Apply the results of monitoring and measurements, and adapt the marketing plan for continuous improvement	6.1 Recommend appropriate control mechanisms to measure and monitor the progress of the implemented marketing strategy	<ul style="list-style-type: none"> • Finance measures/control ratios • Operational measures and KPIs • Time based controls/project planning • Tracking and measuring effectiveness of channel performance • Marketing dashboards • Technical implementation of measurement and monitoring systems
	6.2 Create an effective continuous improvement plan	<ul style="list-style-type: none"> • Appropriate theories and frameworks • Issues related to cost, productivity, market responsiveness, profit, customer, employee satisfaction and strategic drift • Issues related to social behaviour, sentiment and conversations, search and site behaviour

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
		<ul style="list-style-type: none"> • After-action and post-implementation reviews • Ongoing methods of data collection



CIM

Chartered Institute of Marketing
Moor Hall
Cookham
Maidenhead
Berkshire
SL6 9QH
UK
Telephone: 01628 427500
www.cim.co.uk