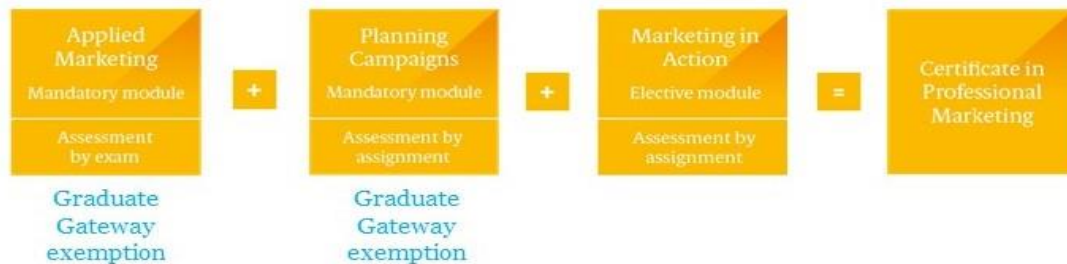


Module Specification:

CIM Level 4 Award in Marketing in Action (VRQ)

Marketing in Action is a 17-credit elective 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 modules, Applied Marketing and Planning Campaigns, of the CIM Level 4 Certificate in Professional Marketing (VRQ). To gain the CIM Level 4 Certificate in Professional Marketing (VRQ) a pass in Marketing in Action is required.

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 this 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 (VRQ) 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 is it for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- Modes of study
- How it is assessed – assessment methodology
- How the assessments are delivered and when
- How is it 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 at 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.

When working through this module, learners are expected to demonstrate a planned and structured approach. Formal project management techniques are not required.

Assessment

Module weighting

Work based assignment		LO 1 – 15% weighting LO 2 – 10% weighting LO 3 – 15% weighting LO 4 – 35% weighting LO 5 – 10% weighting LO 6 – 15% weighting
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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 focus and direction

Planning and Implementation

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

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 and their expectations	<ul style="list-style-type: none"> • End users/recipients • Customer expectations • Customer behaviours and motivation • Customer decision making process • Wants and needs • Substitute products
2. Know the focus and direction	2.1 Collect information to inform decision making	<ul style="list-style-type: none"> • Information search • Data analysis • Validity of data source • Reliability of data • Skills and resources needed to complete the project • Barriers to completion
	2.2 Demonstrate the importance of fulfilling customer expectations within the context of the plan	<ul style="list-style-type: none"> • Sourcing skills and resource • Budgeting & costing of required resource • Consequences of meeting/ not meeting expectations • Customer satisfaction and loyalty • Competitor offers

Unit 2: Planning & Implementation

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
3. Be able to develop a 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 • 7Ps • Link to objectives and target customer • Co-ordinated approach
	3.2 Define the key messages, deliverables and timescales for the project	<ul style="list-style-type: none"> • Message framing • Determining activities • Scheduling time and resource
4. Understand the activities within the planned approach to deliver the plan	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 • Communication between stakeholders • Resources needed • Measurement of progress
	4.2 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 Gaps in performance
6. Understand the process and the practical activities undertaken and suggest improvements for the future	6.1 Clearly demonstrate where the plan succeeded and failed	<ul style="list-style-type: none"> Data collection Reflective skills Identify gaps in customer experience
	6.2 Determine how change could improve the plan's outcomes	<ul style="list-style-type: none"> Alternative courses of action Supporting recommendations with facts



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