

Module Specification:

CIM Level 6 Award in Managing Marketing Projects (VRQ)/ Digital Marketing Projects (VRQ)

These are 17 credit modules which have 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, Marketing & Digital Strategy, of the CIM Level 6 Diploma in Professional Marketing (VRQ), or Level 6 Diploma in Professional Digital Marketing (VRQ).

Learners that pass the Digital Optimisation mandatory module plus the Managing Digital Marketing Projects module will gain the CIM Level 6 Diploma in Professional Digital Marketing (VRQ). If studied as a standalone module, the CIM Level 6 Award in Managing Digital Marketing Projects (VRQ) can be achieved.

Learners that pass the Innovation in Marketing mandatory module plus the Managing Marketing Projects module will gain the CIM Level 6 Diploma in Professional Marketing (VRQ). If studied as a standalone module, the CIM Level 6 Award in Managing Marketing Projects (VRQ) can be achieved.

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 either a marketing or digital marketing project, and an organisation of choice. Please note that there is a dedicated assignment brief for each.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Managing Marketing Projects/Managing Digital Marketing Projects 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 Qualification Specification for all other information relating to the CIM Level 6 Diploma in Professional Marketing/ CIM Level 6 Diploma in Professional Marketing including:

- CIM Professional Marketing Competencies
- The Level 6 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 it is graded
- When are results issued?
- Module specifications
- What we mean by command words

Module Content: Managing Marketing Projects /Managing Digital Marketing Projects

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 or digital 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 – 20% weighting LO 2 – 15% weighting LO 3 – 20% weighting LO 4 – 10% weighting LO 5 – 20% weighting LO 6 – 15% weighting</p>
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Overarching learning outcomes

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

Project Design

- Develop a process to deliver a successful marketing project
- Assess the impact of stakeholder management

Project Evaluation

- Understand the challenges involved in developing and implementing a successful marketing project
- Apply project evaluation and assess its impact

Reflection and Improvement

- Recognise the importance of reflection in developing a project
- Utilise a range of marketing tools and processes that could improve future project success

Unit 1: Project Design

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
1. Develop a process to deliver a successful marketing project	1.1 Identify an appropriate marketing project using appropriate theoretical bases, highlighting the problem or issue within the specific project	<ul style="list-style-type: none"> • Types of project • Project planning • Project design requirements • Project processes and deliverables • Identification of the type of project • Risk assessment
	1.2 Create a project plan including a project aim, objectives, key milestones and targets/outcomes related to the specific project	<ul style="list-style-type: none"> • Standard setting – goals, objectives, outcomes, critical success factors • Determining deliverables to achieve outcomes • Communication of standards • Project planning frameworks • Project schedule • Target setting • Project performance management
2. Assess the impact of stakeholder management	2.1 Evaluate key stakeholders and their level of involvement within the project using stakeholder management theory	<ul style="list-style-type: none"> • Stakeholder theory – eg, Freeman, Mendelow, Mintz, Phillips, Roussov • Stakeholder identification • Stakeholder analysis • Stakeholder evaluation • Stakeholder inclusiveness

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
		<ul style="list-style-type: none"> • Stakeholder management capability
	2.2 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, using appropriate theory, the challenges of culture, management, leadership and resource utilisation to a specific project	<ul style="list-style-type: none"> • Organisational culture • Management and leadership • Resource management • Marketing metrics – setting performance standards • Risk assessment • Types of risk • Risk management
	3.2 Evaluate project results and their impact on project outcomes	<ul style="list-style-type: none"> • Actual versus desired outcomes • Internal and external communication of results • Operational impact and context • Impact analysis • Competency assessment • Feedback control systems • Limitations, implementation, termination and evaluation
4. Apply project evaluation and assess its impact	4.1 Use a variety of methods to enable effective monitoring and measurement of a specified project	<ul style="list-style-type: none"> • Marketing metrics; graphs, charts and tables, spreadsheets • Measurement and control models • The marketing dashboard • Project feedback methods

		<ul style="list-style-type: none">• Control systems and methods
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Unit 3: Reflection and Improvement

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
5. Recognise the importance of reflection in developing a project	5.1 Explain 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
	5.2 Reflect on 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 Critically evaluate the impact and results of the project, taking into account the project aims and objectives, and recommend improvements for the future	<ul style="list-style-type: none"> • Impact analysis • Performance standards – KPIs, qualitative and quantitative standards • Corrective action planning • Project improvement

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
6. Utilise a range of marketing tools and processes that could improve future project success	6.1 Critically evaluate the effectiveness of a range of marketing tools relevant to the current project	<ul style="list-style-type: none"> • Skills and competence • Role definition • Marketing tools – planning, internal/external communication, cost management, performance standards, digital analytics • Historical data review • The marketing dashboard • Variance analysis – internal and external • Benchmarking
	6.2 Recommend future improvements to the use of marketing tools and project management techniques 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



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