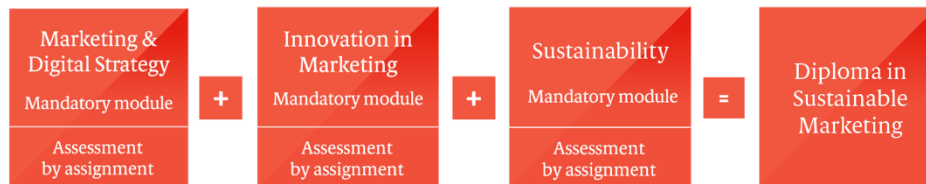


Module Specification:

Sustainability

Sustainability is a 17-credit module which has been developed specifically for the Diploma in Sustainable Marketing programme.



The Diploma in Sustainable Marketing programme enables learners to explore key aspects of sustainability and identify those which could create long-term value for your organisation and its customers, alongside meeting the requirements for the sustainability of the planet.

Aim of the module

This module has been designed to give learners the opportunity to demonstrate the knowledge and understanding of marketing's role in creating a sustainable environment. The module enables the marketer to explore key concepts of sustainability to gain a better understanding of the level of change that the organisation can achieve and how marketing facilitates that change. You will consider the role of marketing in engaging with stakeholders (with the natural world established as a key stakeholder) to understand how to reframe core strategies and construct a brand purpose that aligns with relevant sustainability imperatives. The module will equip you to plan, resource and execute key actions, and communicate how and why your organisation is responding to the evolving sustainability agenda.

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 Sustainable Marketing module content which follows.

Carbon Literacy Trust

In developing this module CIM has worked in partnership with the Carbon Literacy Trust

CIM Level 6 Diploma in Sustainable 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 Sustainable 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: Sustainability

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

Purpose statement

This module is designed to enable you to explore concepts of sustainability and better understand how to embed these to create long-term value for your organisation. You will consider the role of marketing in engaging with stakeholders to understand how to reframe core strategies and construct a brand purpose that aligns with relevant sustainability imperatives. The module will equip you to plan, resource and execute against key actions, and communicate how and why your organisation is responding to the evolving sustainability agenda, delivering continuous improvement and results.

Assessment

Work-based assignment

Module weighting



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

Overarching learning outcomes

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

Sustainability

- Understand the sustainability landscape and its wider concepts; what it means for business and society.
- Assess the organisation's greater purpose (including societal commitment), and the role of marketing in achieving sustainability now and in the future.

Creating and co-creating value

- Determine an appropriate customer focused approach to the sustainability challenge.
- Evaluate ways to collaborate and co-create with stakeholders to deliver change.

Implementing sustainability

- Determine the resource required to effect change and deliver long-term value and profitable solutions.
- Create a plan to implement change and measure results through effective metrics.

Unit 1: Sustainability

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
1. Understand the sustainability landscape and its wider concepts; what it means for business and society.	1.1 Analyse the business impacts and challenges relating to sustainability	<ul style="list-style-type: none"> • Analysis of the environmental challenge at a macro- and micro- level • UN Sustainable Development Goals • Importance of having and driving sustainability agenda <ul style="list-style-type: none"> ○ Business’s role alongside governments and societies as key drivers for change UN SDGs, ○ Edelman Trust Barometer, ○ B-Corp Certification
	1.2 Evaluate a range of sustainability frameworks for their relevance to the organisation	<ul style="list-style-type: none"> • Sustainability audit • 3, 4 and 5 Pillars of sustainability • ESG • CSR • Carbon Literacy (K&L 1-4) • Green Claims Code • Daly’s Triangle • Circular Economy • Systems Theory
2. Assess the organisation’s greater purpose (including societal commitment), and the role of marketing in achieving sustainability now and in the future.	2.1 Assess the vision, values, and greater purpose of the organisation	<ul style="list-style-type: none"> • Triple Bottom Line • Analysing the Internal environment • Gathering data and sustainability insights from the internal environment • Strategic intent in relation to the sustainability agenda • Organisational Purpose (reason they exist) • Perceptual mapping

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
	2.2 Analyse the key challenges faced by an organisation in developing and implementing sustainability	<ul style="list-style-type: none"> • Identify barriers to achieve competitive advantage with a sustainability strategy • Porter’s Five Forces through a sustainability lens • McKinsey’s 7s’s identification of barriers to sustainability
	2.3 Develop the case for embedding sustainability through organisational purpose and strategy	<ul style="list-style-type: none"> • Marketing’s role in driving the sustainability agenda Positioning of sustainability beyond products and services • Development of a broad compelling argument • Triple Bottom Line • Cultural web

Unit 2: Creating and co-creating value

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
3. Determine an appropriate customer focused approach to the sustainability challenge.	3.1 Analyse customer attitudes and behaviours to identify an organisational approach in line with sustainable goals.	<ul style="list-style-type: none"> • Brand and reputation – authentic voice • Target audience • Market – attitudes and behaviours. Level of understanding and acceptance within target groups (economically, generationally, geographically, and societally) • Consumer understanding and commitment to sustainability • Stern Value Belief Norm theory • Schwartz model of human values • Azjens theory of planned behaviour • Cause marketing • Social marketing • Product life cycle • Value framework • Sustainable Purchasing Model • Kraljic portfolio purchasing model
	3.2 Determine the organisational actions and activities to drive attitudinal and behavioural change in relation to sustainability	<ul style="list-style-type: none"> • Current customer behaviours • Which behaviours need to change, and what to • Diffusion of innovation • Perceptual mapping • Buyer decision process

		<ul style="list-style-type: none"> • Wider cause and how to give back to people and planet • Carbon Literacy (K&L 5-8)
4. Evaluate ways to collaborate and co-create with stakeholders to deliver change.	4.1 Assess stakeholder and partnership relationships for strategic fit and alignment with sustainability goals.	<ul style="list-style-type: none"> • The Natural World as a stakeholder • The Onion Map • Mendelow Power/Interest Matrix • Consumer/citizen matrix • Salient Stakeholder model • 9 C stakeholder analysis • Strategic fit and alignment • Forcefield analysis
	4.2 Create a stakeholder and partnership sustainability strategy based on collaboration/co-creation to deliver change	<ul style="list-style-type: none"> • Partnerships – capability, reputational, delivery • Opportunities/benefits • Collaboration • Engagement • Risk management

Unit 3: Implementing sustainability

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
<p>5. Determine the resource required to effect change and deliver long-term value driven and profitable solutions.</p> <p>6. Create an action plan to implement change and measure results through effective metrics.</p>	5.1 Assess the effectiveness of the current resource mix to achieve sustainability goals	<ul style="list-style-type: none"> • Resource analysis/audit • Systems • Processes • Communications – internal, external, and reputational (greenwash) • Product portfolio /development • Channels to market
	5.2 Evaluate how the marketing strategy / plan should change to support the organisational sustainability goals	<ul style="list-style-type: none"> • Strategic marketing objectives • 7 Ps • Ansoff • SOSTAC • Risk assessment and management • Communication Strategy
	6.1 Develop short term action plans to effect change	<ul style="list-style-type: none"> • Leadership • Milestones/Dependencies • Accountability/Responsibility • Communication • Time frame • Agile/Critical thinking
	6.2 Determine appropriate metrics to monitor sustainability performance with the intention of driving the organisation to deliver on its greater purpose.	<ul style="list-style-type: none"> • Evaluation framework • Dashboards • Packaging lifecycles • 4 Es • The Sustainability Lens • ROMI • The Value Framework • KPI Waterfall



CIM

Chartered Institute of Marketing
Moor Hall
Cookham
Maidenhead
Berkshire
SL6 9QH
UK
Telephone: 01628 427500
Facsimile: 01628 427399
www.cim.co.uk