

CIM Level 4

Certificate in Professional Marketing Graduate Gateway

Module specification:

Marketing in Action

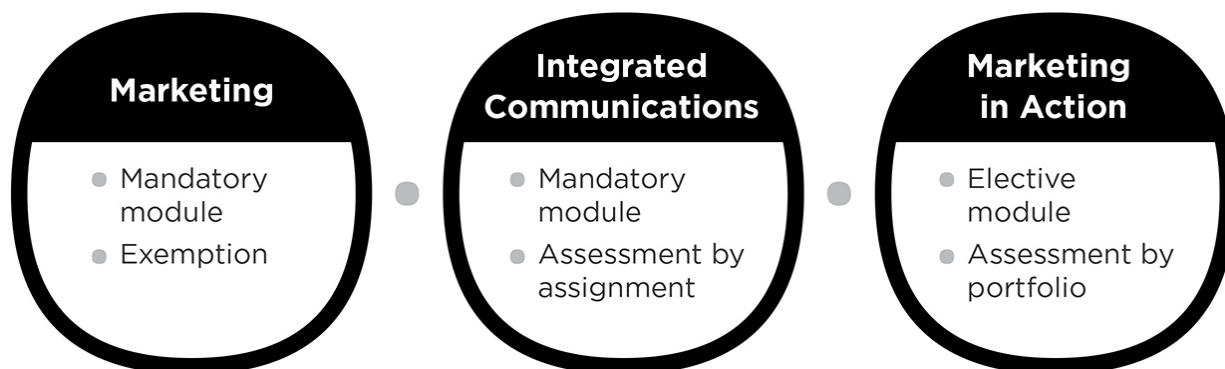
Level
4

CIM

Graduate Gateway

Marketing in Action

Marketing in Action is a 15-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 mandatory module, Marketing, of the CIM Level 4 Certificate in Professional Marketing. Learners are required to pass the Integrated Communications mandatory module plus the Marketing in Action elective module to gain the full CIM Level 4 Certificate 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 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 the project 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 ePortfolio. The assessment will require submission of a marketing project via the CIM portfolio platform.

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 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 Standards
- The Level 4 qualification structure
- Who it's for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and learning hours
- 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
- Transition arrangements

MODULE CONTENT: Marketing in Action

Level 4	Credit Value: 15	Notional Learning Time: 130-150 hours
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Purpose Statement

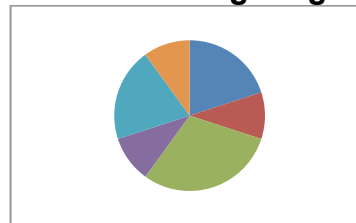
Based around the four aspects required for any plan to be successful this module is choosing a project relevant to the learner which requires them to create a solution for a given event/ product/ service/ concept or even next career stage.

Using available resources to develop a structured approach to decision making and value added approach presented in a creative energised and relevant way

Assessment

Personal ePortfolio

Module Weighting



LO 1 – weighting	15%
LO 2 – weighting	10%
LO 3 – weighting	15%
LO 4 – weighting	35%
LO 5 – weighting	10%
LO 6 – weighting	15%

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 project focus and direction

Project Planning and Implementation

- Be able to develop a project plan to deliver identified objectives

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	<ul style="list-style-type: none"> • Who is the end user/ recipient • Understanding expectations • Understanding customer behaviours and motivation
	1.3 Explain the customer profile and likely expectations	<ul style="list-style-type: none"> • Customer decision making process • Wants and needs • Substitute products • Customer behaviour
2. Know the project focus and direction.	2.1 Collect information to inform decision making	<ul style="list-style-type: none"> • Information search • Analysis of data • Assessing the validity of data source • Assess reliability of data
	2.2 Assess the resources available and possible limitations/ barriers to completion.	<ul style="list-style-type: none"> • Identifying skills and resources needed to complete the project • Contingency plans • Sourcing skills and resource • Budgeting & costing of required resource
	2.3 Demonstrate the importance of fulfilling customer expectations within the context of the project	<ul style="list-style-type: none"> • Consequences of meeting/ not meeting expectations • Customer satisfaction and loyalty • Competitor offers

UNIT 2 PROJECT PLANNING & IMPLEMENTATION

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
3. Be able to develop a project 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
	3.2 Define the most appropriate marketing mix to deliver expectations within resources available	<ul style="list-style-type: none"> • 7Ps • Link to objectives and target customer • Co-ordinated approach
	3.3 Define the key deliverables and timescales for the project	<ul style="list-style-type: none"> • Determining activities • Scheduling time and resource • Objective setting
	3.4 Demonstrate relevant messages and appeals based on identified customer responses	<ul style="list-style-type: none"> • Customer media consumption • Message framing • Emotional and informational appeals
4. Understand the activities within the planned approach to deliver the project.	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
	4.2 Determine key stages and milestones within a plan	<ul style="list-style-type: none"> • Communication / Liaison between key stakeholders. • Allocation/sourcing of identified resource • Measurement of progress.
	4.3 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 • Identifying gaps in performance
	5.3 Identify key areas of success / failure	<ul style="list-style-type: none"> • Analysing data • Collecting feedback
	5.4 Summarise project performance	<ul style="list-style-type: none"> • Impartial review
6. Understand the process and the practical activities undertaken and suggest improvements for the future.	6.1 Clearly demonstrate where the project succeeded and failed	<ul style="list-style-type: none"> • Analysing data collected • Reflective skills
	6.2 Reflect on the activities undertaken in relation to achieving the objectives set	<ul style="list-style-type: none"> • Identify gaps in customer experience • Alternative activities considered
	6.3 Determine how change could improve the project outcomes	<ul style="list-style-type: none"> • Recommending alternative courses of action • Linking recommendations to facts



CIM Level 4 Certificate in Professional Marketing

Marketing in Action

Portfolio

The assignment comprises **SIX** compulsory tasks.

Task 1 is worth **10** marks.

Task 2 is worth **10** marks.

Task 3 is worth **15** marks.

Task 4 is worth **35** marks.

Task 5 is worth **10** marks.

Task 6 is worth **10** marks.

10 marks are available for presentation of information.

Total marks available - **100**

Candidate guidance:

- **All** tasks **MUST** be attempted
- The available marks are shown alongside each part of the task
- **10** marks are available for overall format and communication of information
- Read all tasks carefully before attempting them
- Refer to portfolio software user manual

This assignment gives you an opportunity to demonstrate your understanding of the marketing theory you have covered by putting some of your learning into practice.

You are asked to prepare a portfolio submission. In order to do this you will be given access to portfolio software managed by CIM. Access details will be provided once you have registered with CIM for the assessment and your chosen study centre has begun the teaching process.

The portfolio platform will be used to host all of your work produced in response to the six tasks.

There will be **TEN** marks available, for the entire assessment, where you will be rewarded for the format and communication of information.

You should acknowledge all sources/methodologies/applications using the Harvard referencing system and upload the reference list as part of your portfolio.

Guidance Notes:

This assessment consists of six compulsory tasks. Your marketing project should demonstrate how you put your marketing skills and knowledge into practice. The project you choose should achieve one of the following:

1. Market research for a stated purpose. The results of the research should be included.
2. An awareness building campaign
3. A promotional activity or campaign
4. A public relations activity or campaign
5. Marketing activity designed to build relationships
6. The organisation and management of an event
7. An idea generation activity (linked to the development of a new product or service)

All of the evidence of practical activity, together with supporting documents, should be gathered in a portfolio (whether electronic or paper-based).

TASK 1

Assessment criteria covered in Task 1:

AC1.1, AC1.2, AC1.3

Please refer to the Module Specification for assessment criteria detail.

Background

Record a three-minute video to introduce yourself as a prospective employee. The video should also describe who your customer is for this project, and what their expectations are.

The video should be posted onto an appropriate site such as YouTube, Vimeo or DailyMotion. A link should be included in your portfolio.

Your video must include:

- (a) Introduction to self or organisation. *(5 marks)*
- (b) Description of customer and their expectations. *(5 marks)*

(Total – 10 marks)

(Maximum – 3 minutes)

TASK 2

Assessment criteria covered in Task 2:

AC2.1, AC2.2, AC2.3

Please refer to the Module Specification for assessment criteria detail.

Justification

Create a presentation (e.g. PowerPoint or similar presentation software) of **up to 6 slides** and speaker notes. Carry out research and gather and present relevant information to justify the decisions you make about the content of your project and how you are going to approach it. Include your presentation and speaker notes in your portfolio.

Your presentation must include:

- (a) Research leading to decision. (5 marks)
- (b) Justification of decision. (5 marks)

(Total – 10 marks)

*(Maximum – 6 slides plus a title slide and summary slide)
(Maximum – 100 words for speaker notes per slide)*

TASK 3

Assessment criteria covered in Task 3:

AC3.1, AC3.2, AC3.3, AC3.4

Please refer to the Module Specification for assessment criteria detail.

Schedule of actions

Create a mind-map that shows:

- The objectives for your project
- How you will use different platforms, media and activities to achieve these objectives (your marketing mix)*
- When you will complete each task
- Relevant messages to meet customer expectations

*See Guidance notes for further information

Your mind map must include:

- (a) Objectives. *(5 marks)*
- (b) Activities and when. *(5 marks)*
- (c) Messages to meet expectations. *(5 marks)*

(Total – 15 marks)

(Maximum – 1 page for mind map)
(Maximum – 1 page of explanation notes)

TASK 4

Assessment criteria covered in Task 4:

AC4.1, AC4.2, AC4.3

Please refer to the Module Specification for assessment criteria detail.

Evidence

Carry out your plan.

Write a brief overview that explains what you did, and the risks that were involved
Gather the evidence of each activity in your portfolio

Your overview must include:

- (a) Appropriateness of activities chosen for the objectives set. *(10 marks)*
- (b) Professionalism demonstrated in evidence. *(15 marks)*
- (c) Overview of all activities and the risks that were identified. *(10 marks)*

(Total – 35 marks)

(Maximum – 1 page count plus appropriate evidence of activity)

TASK 5

Assessment criteria covered in Task 5:

AC5.1, AC5.2, AC5.3, AC5.4

Please refer to the Module Specification for assessment criteria detail.

Measurement

Check customer satisfaction with the outcome of the plan. Gather feedback from relevant stakeholders and add this to your portfolio.

Summarise the outcome of your project in terms of its success, and how this was measured.

Your summary must include:

- (a) Summary of your plan's success. *(5 marks)*
- (b) Explanation of measurements used. *(5 marks)*

(Total – 10 marks)

(Maximum – 1 page summary plus appropriate evidence of feedback gathered)

TASK 6

Assessment criteria covered in Task 5:

AC6.1, AC6.2, AC6.3

Please refer to the Module Specification for assessment criteria detail.

The future

Reflect on the success of your project against its objectives, as well as the success or otherwise of each activity. Identify **THREE** things that you would do differently if you were to repeat this project. Explain these changes and how they would lead to improvements.

Your report must include:

- (a) Reflection on the success against the objectives. *(2 marks)*
- (b) Evaluation of activities. *(2 marks)*
- (c) Appropriateness of the **THREE** recommended improvements. *(6 marks)*

(Total – 10 marks)

(Maximum – 2 page count)

Guidance notes (Portfolio)

The entire project is designed so that you can demonstrate your application of marketing concepts, models and theories in a practical context. It is important that the links are made back to theory in each task.

TASK 1 – VIDEO FORMAT	
TASK 1 MAXIMUM time limit: 3 minutes	
Guidance notes:	Using the portfolio guidelines, provide the background to your project and its customer. The video must be no more than three minutes long and should either be embedded into a document in your portfolio, or a live link provided.
TASK 2 – PRESENTATION SLIDES AND SPEAKER NOTES	
TASK 2 MAXIMUM: 6 slides plus a title slide and <i>summary slide and speaker notes</i>	
Guidance notes:	<p>Presentation (PowerPoint or similar software, with speaker note facility)</p> <p>The Title slide and Summary slide are not included in the six slides used. Explain theories and concepts that back up your decision in your speaker notes. Avoid jargon and slides carrying a great deal of information. The slides should look professional. The presentation should include relevant charts, graphs or tables to demonstrate understanding and knowledge of the analysis undertaken to justify your choice of project and your approach.</p>
TASK 3 - MINDMAP	
TASK 3 MAXIMUM: 1 page mindmap and 1 page of explanatory notes	
Guidance notes:	<p>The mindmap and one page of explanation should be included in your Portfolio. There are many freely available mind mapping software tools that can be used to create a mindmap. (e.g. bubble.us, mindmeister) or the 'draw' facility can be used in Word or PowerPoint. It must include:</p> <ul style="list-style-type: none">• The objectives for your project• How you will use different platforms, media and activities to achieve these objectives (your marketing mix)*• When you will complete each task• Relevant messages to meet customer expectations <p>* As a minimum you should include a CV, a LinkedIn page (or improved LinkedIn page if one exists already), a review of your social media presence on other platforms and a background SWOT analysis of 2 companies that you might apply to.</p>
TASK 4 – OVERVIEW AND EVIDENCE	

TASK 4 MAXIMUM: 1 page plus appropriate evidence of activity

Guidance notes:	<p>This should be carried out over 4 – 6 weeks, and evidence of your activity should be included in your portfolio. The evidence might be documents you have created, screenshots, images, research, charts or blog entries.</p> <p>All of the activity in your plan (Task 3) should be evidenced here.</p> <p>A one-page overview describing your activity and how it links together should also be included.</p>
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TASK 5 – SUMMARY AND EVIDENCE

TASK 5 MAXIMUM: 1 page summary plus evidence of feedback gathered

Guidance notes:	<p>When you started this project you had a customer in mind and you recorded their expectations.</p> <p>In this section you are asked to gather feedback as to how well those expectations were met; to measure your success or otherwise. You are asked to explain how you measured success, and to summarise how well this was achieved, referring back to the objectives in Task 3.</p> <p>Include evidence in respect of any feedback received in your portfolio.</p>
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TASK 6 – REFLECTIVE REPORT

TASK 6 MAXIMUM: 2 pages

Guidance notes:	<p>Referring back to your summary in Task 5, reflect on the successes and failures. Evaluate which activities went well, and which could have been improved. Identify three things that you would do differently if you were to repeat this project in the future. Make clear recommendations for improvements.</p>
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REFERENCE LIST

Guidance notes:	<p>A reference list, covering all tasks and following Harvard format, must be uploaded to your portfolio.</p>
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APPENDICES

Guidance notes:	<p>Appendices to support the tasks, where appropriate, are to be uploaded to your portfolio.</p>
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Recommended Reading

Core

Jobber, D. and Ellis-Chadwick, F. (2012) *Principles and practice of marketing*. 7th edition. Maidenhead, McGraw-Hill. [ISBN 9780077140007] £51.99.

Supplementary

Soudagar, R., Iyer, V. and Hildebrand, V. (2011) *The customer experience edge*. US, McGraw-Hill. [ISBN 9780071786973] £21.99

Fill, C. (2013) *Marketing communications: brands, experiences and participation*. 6th edition. Harlow, Pearson. [ISBN 9780273770541] £49.99.

Ryan, D. and Jones, C. (2014) *Understanding digital marketing: marketing strategies for engaging the digital generation*. 3rd edition. London, Kogan Page. ISBN 9780749471026. £19.99.

Cottrell, Dr Stella (2013) *The Study Skills Handbook*. Palgrave MacMillan £14.99

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