



CIM

## CIM Level 6 Diploma in Professional Marketing

### Mastering Metrics (2201)

**December 2019**

Assignment

The assignment comprises **THREE** compulsory tasks

**Task 1** is worth **30** marks

**Task 2** is worth **35** marks

**Task 3** is worth **35** marks

**Total** marks available – **100**

Candidate guidance:

- Answer **all** tasks
- The available marks are shown alongside each part of the task
- Read all tasks carefully before attempting them
- Assignments can only be accepted for marking with a valid assessment booking

**Scenario: Using metrics to inform organisational marketing strategy in response to environmental challenges**

In your role as a Marketing Manager, you have been asked by the Senior Management Team (SMT) of your own organisation, or an organisation of your choice, to produce a briefing paper based on the impact of one macro, micro or internal environmental challenge that the organisation is currently facing to its product/service portfolio.

An environmental challenge could be internal to the organisation, external or a combination of both. Examples of environmental challenges therefore could be competitor activity, changes in the product/service life cycle, new legislation, the impact of social media on the reputation of the product/service, etc.

Using relevant marketing metrics, you will demonstrate the impact of this environmental challenge for a product or service of your choice.

**Guidance notes:**

This assignment consists of **THREE** separate tasks that are linked together to form a set of recommendations, to enable the organisation to respond to the impact of an environmental change on its products or services.

The briefing paper will consider the organisational environment, the types of products/services offered and also a range of relevant metrics, to provide an evidence base for a set of recommendations as to which products/services may be affected.

It is good practice to acknowledge all sources/methodologies/applications using the Harvard referencing system.

Good practice guidelines for assignment production

The maximum word count is intended to assist candidates in producing a **professional document of an appropriate length** that can be used in the workplace. The submission should be written in a professional tone (unless otherwise instructed) and should only contain relevant material that directly contributes towards answering the task.

This assignment has been developed so that it can be applied to all organisations, sizes and sectors. Where candidates feel applying the assignment to their organisation needs a creative approach to be taken to the concept and theoretical principles explored, this is acceptable following discussion with their tutor. The approach taken should be outlined within the organisation overview.

**TASK 1 – BRIEFING PAPER**

**Assessment criteria covered in Task 1:**

**AC1.1, AC1.3, AC1.4, AC1.5, AC2.1, AC2.2**

**Please refer to the module specification for assessment criteria details.**

In your role as a Marketing Manager, you have been asked by the Senior Management Team (SMT) of your chosen organisation to produce a briefing paper on the impact of an environmental challenge on a product/service of your choice.

**Required:**

- (a) Provide a background to your chosen organisation that gives an overview of the customer base, and the level of maturity in its ability to choose and utilise metrics across a range of scenarios. *(5 marks)*
  
- (b) Assess what internal processes and systems are needed to enable your chosen organisation to report on the impact of an environmental challenge. *(10 marks)*
  
- (c) Appraise a range of data sources to enable the collection of both online and offline data to determine the impact of an environmental challenge on your chosen organisation. *(15 marks)*

*(Total – 30 marks)*

*(Organisation overview maximum page count – one side of A4 paper)  
(Tasks 1 (b) to 1 (c) maximum word count – 1,250 words)*

<b>TASK 1 – BRIEFING PAPER</b>	
<p><b>Maximum page count:</b></p> <p><b>Task 1 (a) – one side of A4 paper</b></p> <p><b>Maximum word count:</b></p> <p><b>Tasks 1 (b) to 1 (c) – 1,250 words</b></p>	
<b>Guidance notes:</b>	<b>ORGANISATION OVERVIEW GUIDELINES</b>
	<p>The organisation overview is intended to provide context on the chosen organisation and must not exceed one side of A4 paper.</p> <p>The following headings should be used as guidance:</p> <ul style="list-style-type: none"> <li>• <b>Organisation name</b></li> <li>• <b>Organisation information</b> – To include the type of organisation, size of organisation, range of products and services and main competitors</li> <li>• <b>Specific background</b> – Provide a background to the chosen organisation that gives an overview of the customer base and the level of maturity in its ability to choose and utilise alternative sets of metrics for different scenarios</li> </ul>
	<p>For Task 1 candidates are not expected to focus on a specific challenge. Instead they should consider the chosen organisation’s ability and resources to respond to environmental challenges generally.</p> <p>Task 1 (b): Candidates should assess internal processes and systems that would enable the chosen organisation to set effective marketing metrics to report on the impact of an environmental challenge on their products and/or services.</p> <p>Examples of this may include reporting methods and workflows, team structures or, for systems, whether software (such as a CRM system) is available for the collation of data for informing marketing analysis. Candidates will assess how these align to enable better reporting or identify potential gaps between metrics and business outcomes.</p> <p>Task 1 (c): Candidates are expected to clearly appraise a range of internal and external data sources for the collection of both online and offline data, for marketing analysis that provides information on the impact on the chosen organisation of an environmental challenge.</p>

*Continued*

*Task 1 continued*

	<p>This appraisal may include, for example, strategic data, operational data, activity data, outcome data and predictive data sources. Candidates should also consider, where appropriate, data that might work in combination to support marketing analysis, such as integrating online and offline data sets, brand research data, sales and marketing data, and dashboard data.</p>
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**TASK 2 – REPORT**

**Assessment criteria covered in Task 2:**

**AC3.2, AC3.3, AC4.2, AC4.3**

**Please refer to the module specification for assessment criteria details.**

You have been asked to prepare a report for the SMT that considers which marketing metrics will provide relevant information on the impact of a specific environmental challenge on **ONE** of your chosen organisation's products or services.

**Required:**

- (a) Assess a range of marketing metrics that could be used to provide data on the performance of **ONE** of your chosen organisation's products or services, in relation to the impact of the chosen environmental challenge. *(15 marks)*
- (b) Create a dashboard that demonstrates the impact of the chosen environmental challenge on the product or service's performance. *(10 marks)*
- (c) Recommend how the importance of marketing metrics could be communicated across your chosen organisation. *(10 marks)*

*(Total – 35 marks)*

*(Tasks 2 (a) to 2 (c) maximum word count – 1,750 words)*

**TASK 2 – REPORT****Maximum word count: 1,750 words****Guidance notes:**

For Task 2 candidates should focus on a specific environmental challenge.

Task 2 (a): Candidates should assess a range of marketing metrics that they feel are most relevant to measuring the performance of **ONE** of the chosen organisation's products or services of choice. These could be, for example, strategic metrics, operational metrics, predictive measures such as horizon scanning or scenario planning. These marketing metrics should be relevant to both the chosen organisation and the impacting environmental challenge and should be able to provide insight on the performance of the chosen product or service.

Task 2 (b): Candidates should present their data in a visual marketing dashboard. These should not just be isolated charts, tables or pictures, but should relate to demonstrating the performance of the product or service in relation to the impact of the environmental challenge. Candidates could, for example, include metrics that show sales performance, levels of brand loyalty, costs of customer acquisition compared to pricing, etc. The dashboard can have some supporting narrative if required, such as sources of the data, the importance of identifying the impact of the environmental challenge, etc.

Task 2 (c): Candidates should recommend how the importance of marketing metrics, for example to improve marketing performance, could be communicated across the chosen organisation. This would be expected to include different methods to communicate data to different stakeholders, for example, management reports for various levels of management, integrating data sets to ensure relevance for the target audience or organisation function, or developing a marketing scorecard or dashboard summaries to overcome the challenges of too much data.

**TASK 3 – REPORT**

**Assessment criteria covered in Task 3:**

**AC5.2, AC5.3, AC6.1, AC6.2, AC6.3**

**Please refer to the module specification for assessment criteria details.**

You have been asked to produce a report for the SMT that evaluates the performance of the product or service, in order to make recommendations as to how data reporting could be improved.

**Required:**

- (a) Evaluate how insight from the data gathered for the product or service can be used to modify your chosen organisation's marketing strategy. *(15 marks)*
- (b) Analyse how the latest trends in metrics can help your chosen organisation identify future environmental challenges. *(10 marks)*
- (c) Appraise the benefits and limitations of metric analysis in strategic decision making. *(10 marks)*

*(Total – 35 marks)*

*(Tasks 3 (a) to 3 (c) maximum word count – 1,750 words)*



**TASK 3 – REPORT****Maximum word count: 1,750 words****Guidance notes:**

Task 3 (a): Candidates should evaluate how metric analysis of the performance of the chosen organisation's product or service can be used to contribute to modifying the future development of marketing strategy. This could include the use of statistical information in decision making, or, for example, could include the tracking of trends, modelling and forecasting, scenario planning, and how performance can be measured in the future.

Task 3 (b): Candidates should assess the latest trends in marketing metrics, for example, real time data, social media sentiment analysis and how they might help the chosen organisation to identify future environmental challenges. Candidates may also want to assess the use of dashboard tools and automated techniques for reacting to metrics.

Task 3 (c): Candidates should demonstrate their knowledge by appraising the benefits and limitations of metric analysis in the context of strategic decision making. This might include, for example, issues when data comes from different sources, when data is limited or, conversely, analysis involves managing large sets of data. Other factors might include the need to have 'one single source of truth' for data, which may include the reliability of dashboards; the advantages and disadvantages of real time data; and the reliability of traditional and digital metric integration. Other impacts might be the duplication of data, and subsequently potential issues of reduced reliability. Some of the older data may get lost in the process of merging, which could impact on the validity of the data to give information on product and service performance, and, in turn, affect strategic decisions about that performance.