



CIM

CIM Level 6 Diploma in Professional Marketing

Managing Brands (2213)

April 2020

Assignment

The assignment comprises **THREE** compulsory tasks

Task 1 is worth **30** marks

Task 2 is worth **40** marks

Task 3 is worth **30** marks

Total marks available – **100** marks

Before you begin your assignment

How to choose your organisation

Your chosen organisation could be the one you work for, one for which you are acting as a consultant, or another organisation of your choice.

You need to apply your learning to all of the tasks in this assignment. It is important, therefore, to choose an organisation that you are familiar with, and where there is sufficient scope for exploring one of the themes in the detail required.

How to choose an appropriate theme

The themes relate to marketing approaches which any organisation may face. You should select a theme which fits with activities/plans that your chosen organisation has adopted, or could adopt. You need to select the theme you are most comfortable with and where you will be able to access relevant information to address the tasks.

You will be required to justify why you have selected your theme in the organisation summary.

Before settling on a final choice of theme, please go through all of the tasks and sub-tasks to make sure that you will be able to apply them to your chosen organisation, in terms of the information you have available to you. Time spent at this selection stage will be well invested.

You will need to select **ONE** theme to base all tasks within the assignment.

Finally, discuss your choice of theme and its suitability to your chosen organisation with your tutor, and maybe some of your study partners. It may also be advantageous to select a theme which helps to develop your personal skills and enhance your career development, where possible.

Please ensure that you clearly identify your chosen theme on the front cover of your assignment and in your organisation summary.

How to approach each sub-task

It would be helpful to have access to the module specification, when reading this section, which can be found on the MyCIM student portal: <https://my.cim.co.uk/>

This assignment is assessed against the learning outcomes for the module, which are found in the module specification and at beginning of each task. Assessment criteria (AC) are listed under each sub-task; these represent the syllabus areas that are the focus of that sub-task.

The last column of the syllabus in module specification shows the indicative content, which is designed to demonstrate the scope of those assessment criteria, and therefore the areas of theory, knowledge and application that you may consider building into your assignment.

Continued

It is acknowledged that variations in chosen organisations/themes could result in differences in the scope of indicative content being covered by your assignment. Therefore, you do not have to address all of the indicative content. You should select the content that is appropriate to your chosen organisation, theme and data.

Note also that the indicative content is not an exhaustive or definitive list and can just as easily cover other aspects of both practice and theory, including those processes and procedures used by your chosen organisation.

Good practice guidelines for assignment production

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

The tasks will indicate any specific format requirements, and it is expected that assignments will be presented accordingly.

Further information on format style, fonts requirements and guidance on word count can be found in the Student Assignment Submission Guidelines located on the MyCIM student portal: <https://my.cim.co.uk/>

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

It is good practice to acknowledge all sources/methodologies/applications using the Harvard referencing system. Details of how to reference can be found in the Harvard System of Referencing guide on located on the MyCIM student portal: <https://my.cim.co.uk/>

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Themes
<p>As a Brand Manager with responsibility for organisational corporate brand and product or services brands, you have been asked by the Senior Management Team (SMT) to consider how your brand(s) can support the organisation to meet its objectives for growth or sustain its current market position.</p>
<p>Theme 1: Market Penetration</p> <p>The SMT has asked you to take responsibility for delivering a brand plan with the objective of creating growth or sustaining existing revenue through more effective market penetration of a key customer segment.</p> <p>As a Brand Manager, you are responsible for managing how the organisation’s brands can be utilised to support and contribute to this objective through the evaluation of the current brand portfolio and consideration of elements of the current brand strategy that can be taken forward.</p> <p>You are also required to consider, through the application of data and insights, how the corporate brand identity and image can be utilised alongside the organisation’s resources and culture to develop a full brand plan for market penetration, moving on to recommend how the success of that plan could be measured.</p>
<p>Theme 2: Market Development</p> <p>The SMT has asked you to take responsibility for delivering a brand plan with the objective of creating growth or sustaining existing revenue through more effective market development.</p> <p>As a Brand Manager, you are responsible for managing how the organisation’s brands can be utilised to support and contribute to this objective through the evaluation of the current brand portfolio and consideration of elements of the current brand strategy that can be taken forward.</p> <p>You are also required to consider, through the application of data and insights, how the corporate brand identity and image can be utilised alongside the organisation’s resources and culture to develop a full brand plan for market development, moving on to recommend how the success of that plan could be measured.</p>
<p>Theme 3: Product/Service Development</p> <p>The SMT has asked you to take responsibility for delivering a brand plan with the objective of creating growth or sustaining existing revenue through more effective product/service development for a key customer segment.</p> <p>As a Brand Manager, you are responsible for managing how the organisation’s brands can be utilised to support and contribute to this objective through the evaluation of the current brand portfolio and consideration of elements of the current brand strategy that can be taken forward.</p> <p>You are also required to consider, through the application of data and insights, how the corporate brand identity and image can be utilised alongside the organisation’s resources and culture to develop a full brand plan for product/service development, moving on to recommend how the success of that plan could be measured.</p>

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Theme 4: Diversification

The SMT has asked you to take responsibility for delivering a brand plan with the objective of creating growth or sustaining existing revenue through undertaking a diversification strategy.

As a Brand Manager, you are responsible for managing how the organisation's brands can be utilised to support and contribute to this objective through the evaluation of the current brand portfolio and consideration of elements of the current brand strategy that can be taken forward.

You are also required to consider, through the application of data and insights, how the corporate brand identity and image can be utilised alongside the organisation's resources and culture to develop a full brand plan for diversification, moving on to recommend how the success of that plan could be measured.

Key things to remember once you have made your choice of organisation and theme

- Although this is a practitioner-based assignment, the use of key concepts and theories to support your response is a key part of building your argument. Relevant theory should be used, but where there are no 'preferred theories' given within the indicative content, all are acceptable if they are relevant.
- Once you have chosen your theme, all tasks and sub-tasks must be applied to that theme.
- All sub-tasks should be applied to your chosen organisation, unless otherwise stated.
- Please ensure that you are familiar with the grade descriptors, contained within this assignment, as they provide details of what the examiner is expecting for each task.
- Please note assignments can only be accepted for marking with a valid assessment booking.

Task 1 – Report

Learning Outcomes covered in Task 1:

LO1, LO2

Please refer to the module specification for Learning Outcome details.

Brand Strategy

In line with the theme you have selected for this assignment, you are required to carry out the following.

(a) Provide a background to your chosen organisation, including:

- organisation name
- organisation information – to include type of organisation, size of organisation, range of products and services, customer base and main competitors
- stakeholders – summary of the organisation’s key internal and external stakeholders
- key customer segment – an overview of the selected key customer segment
- theme chosen and rationale for choice. (5 marks)

(b) Evaluate how your chosen organisation’s brand position, attributes and personalisation to the key customer segment could utilise digital techniques to improve the customer journey and build effective touchpoints.

AC1.2, AC1.3

(15 marks)

(c) Appraise the role of the elements that combine to form the organisation’s brand strategy, in terms of their ability to meet the objective.

AC1.1, AC2.1

(10 marks)

(Total – 30 marks)

*(Organisation summary maximum page count – two sides of A4 paper)
(Tasks 1 (b) to 1 (c) maximum word count – 1,250 words)*

Task 2 – Brand Plan

Learning Outcomes covered in Task 2:

L03, L04

Please refer to the module specification for Learning Outcome details.

Brand Management

In line with the theme you have selected for this assessment, you are required to carry out the following.

- (a) Assess the effectiveness of the organisation's brands in adding value and equity, through an assessment of the corporate brand identity and image.

AC3.2, AC3.3, AC5.2

(10 marks)

- (b) Develop a brand plan to deliver the brand strategy for the organisation and support the objective, including a discussion of how potential barriers to brand building could be overcome.

AC2.2, AC4.1, AC4.2

(20 marks)

- (c) Evaluate the robustness of data available to create the relevant insight to support the brand plan, identifying data gaps and recommending how these could be filled.

AC4.3

(10 marks)

(Total – 40 marks)

(Tasks 2 (a) to 2 (c) maximum word count – 2,000 words)

Task 3 – Briefing Paper

Learning Outcomes covered in Task 3:

LO5, LO6

Please refer to the module specification for Learning Outcome details.

Brand Metrics

In line with the theme you have selected for this assignment, you are required to carry out the following.

- (a) Recommend, with justification, the skills, physical resources and culture needed to deliver the organisation's brand plan detailed in Task 2 (b).

AC5.1

(10 marks)

- (b) Develop an appropriate dashboard for measuring brand performance, by assessing which online and offline metrics should contribute to the proposed dashboard.

AC6.1

(10 marks)

- (c) Define which metrics and analytics will be key to supporting future revisions to your proposed brand plan, in relation to the objectives.

AC6.2

(10 marks)

(Total – 30 marks)

(Tasks 3 (a) to 3 (c) maximum word count – 1,500 words)

Grade Descriptor: Level 6 Qualification/ Managing Brands	Distinction (70+) This grade is given for work that meets at least 70% of the assessment criteria and demonstrates a candidate's ability to:	Merit (60-69) This grade is given for work that meets at least 60% of the assessment criteria and demonstrates a candidate's ability to:	Pass (50-59) This grade is given for work that meets at least 50% of the assessment criteria and demonstrates a candidate's ability to:	Fail (0-49) This grade is given for work that does not meet enough of the assessment criteria to secure a pass. This may be due to:
Task 1 30%	<ul style="list-style-type: none"> - provide an excellent level of detail about the chosen organisation, and an excellent justification for the choice of theme. - provide an excellent evaluation of the organisation's digital techniques in relation to brand objectives and the customer journey, evaluating how the positioning attributes and personalisation to the key customer segment could be improved in relation to the selected theme. - provide an excellent appraisal of the different elements of a brand strategy to achieve objectives for one of the selected organisation's key brands. - demonstrate an excellent level of knowledge and understanding, justifying the response through references to theory. 	<ul style="list-style-type: none"> - provide a good level of detail about the chosen organisation, and a good justification for the choice of theme. - provide a good evaluation of the organisation's digital techniques in relation to brand objectives and the customer journey, commenting on how the positioning attributes and personalisation to the key customer segment could be improved in relation to the selected theme. - provide a good appraisal of the different elements of a brand strategy to achieve growth for one of the selected organisation's key brands. - demonstrate a good level of knowledge and understanding, justifying the response through references to theory. 	<ul style="list-style-type: none"> - provide an adequate level of detail about the chosen organisation, and an adequate justification for the choice of theme. - provide an adequate evaluation of the organisation's digital techniques in relation to brand objectives and the customer journey, commenting on some improvements in relation to the selected theme. - provide an adequate appraisal of the different elements of a brand strategy to achieve growth for one of the selected organisation's key brands. - demonstrate an adequate level of knowledge and understanding, supporting the response through references to theory. 	<ul style="list-style-type: none"> - limited identification of details of the selected organisation and theme. - limited description of the organisation's digital techniques in relation to brand objectives and customer journey, providing poor or unrealistic improvements in relation to the selected theme. - description of some of the elements of a brand strategy to achieve growth, but this might not be applied to the theme. - little or no demonstration of knowledge and understanding, or references to theory applied.
Task 2 40%	<ul style="list-style-type: none"> - provide an excellent assessment of the factors that support the creation of a corporate brand identity and image; there will be an excellent underpinning theory relating to corporate brand identity and image, and a full assessment of the concept of brand value and equity. - develop an in-depth strategic brand plan, demonstrating an excellent application of theory and appropriate for the selected theme; provide an effective assessment of the barriers and how they could be overcome. - provide an excellent evaluation of the most reliable techniques for collecting data, assessing the robustness of data available to the organisation to create the relevant insight; provide excellent identification of data gaps, and make well justified recommendations about how these could be filled. - demonstrate an excellent level of knowledge and understanding, justifying the response through references to theory. 	<ul style="list-style-type: none"> - assess the factors that support the creation of a corporate brand identity and image, using underpinning theory relating to corporate brand identity and image; provide a good assessment of the concept of brand value and equity. - develop a good strategic brand plan, appropriate for the selected theme, including assessment of the barriers and how they could be overcome. - provide a good evaluation of reliable techniques for collecting data, assessing the robustness of data available to the organisation to create the relevant insight; provide good identification of data gaps, and make good recommendations about how these could be filled. - demonstrate a good level of knowledge and understanding, justifying the response through references to theory. 	<ul style="list-style-type: none"> - assess the creation of a corporate brand identity and image, using underpinning theory relating to corporate brand identity and image; provide an assessment of the concept of brand value and equity. - develop an adequate brand plan, appropriate for the selected theme, including assessment of the barriers and how they could be overcome. - provide an adequate evaluation of techniques for collecting data, assessing the robustness of data available to the organisation to create the relevant insight; identify data gaps, and make adequate recommendations about how these could be filled. - demonstrate an adequate level of knowledge and understanding, supporting the response through references to theory. 	<ul style="list-style-type: none"> - limited assessment of the creation of a corporate brand, which may cover only identity or image, and a limited description of the concept of brand value and equity. - development of a limited operational brand plan, with some of the barriers identified and how they could be overcome. - limited description of techniques for collecting data, with some consideration of data gaps. - little or no demonstration of knowledge and understanding, or references to theory applied.

Grade Descriptor: Level 6 Qualification/ Managing Brands	Distinction (70+) This grade is given for work that meets at least 70% of the assessment criteria and demonstrates a candidate's ability to:	Merit (60-69) This grade is given for work that meets at least 60% of the assessment criteria and demonstrates a candidate's ability to:	Pass (50-59) This grade is given for work that meets at least 50% of the assessment criteria and demonstrates a candidate's ability to:	Fail (0-49) This grade is given for work that does not meet enough of the assessment criteria to secure a pass. This may be due to:
Task 3 30%	<ul style="list-style-type: none"> - provide an excellent analysis of the organisation's resources (culture, skills and physical resources), in relation to its ability to deliver the brand plan, using appropriate theoretical frameworks. - make excellent, justified recommendations for the management of the human and physical resources. - provide an excellent assessment of highly appropriate online and offline metrics and recommend excellent and effective dashboard for the selected organisation. - define, with justification, which metrics and analytics will be key to supporting future revisions to the proposed brand plan, in relation to the selected theme objectives. <p>Fully define, with justification, metrics and analytics will be which be highly relevant supporting future revisions to the proposed brand plan, in relation to the selected theme and organisation objectives.</p> <ul style="list-style-type: none"> - demonstrate an excellent level of knowledge and understanding, justifying the response through references to theory. 	<ul style="list-style-type: none"> - provide a good analysis of the organisation's resources (culture, skills and physical resources), in relation to its ability to deliver the brand plan, using appropriate theoretical frameworks. - make good recommendations, for the management of the human and physical resources. - assess good and appropriate online and offline metrics, and recommend good, appropriate and effective dashboard for the selected organisation. <p>Fully define metrics and analytics will be which be relevant supporting future revisions to the proposed brand plan, in relation to the selected and organisation objectives.</p> <ul style="list-style-type: none"> - demonstrate a good level of knowledge and understanding, justifying the response through references to theory. 	<ul style="list-style-type: none"> - provide an adequate analysis of most of the organisation's resources, in relation to its ability to deliver the brand plan, using frameworks. - make adequate recommendations for the management of the human and physical resources. - provide an adequate assessment of online and offline metrics and recommend an appropriate and effective dashboard for the selected organisation. -define metrics and analytics will be which be relevant supporting future revisions to the proposed brand plan, in relation to the selected and organisation objectives. - demonstrate an adequate level of knowledge and understanding, supporting the response through references to theory. 	<ul style="list-style-type: none"> - description of only some of the organisation's resources, in relation to its ability to deliver the brand plan. - limited suggestions for the management of general resources. - limited description of online and offline metrics and suggested dashboard which might be generic rather than applied to the organisation. <p>Limited definition of metrics and analytics will be which might not be relevant supporting future revisions to the proposed brand plan and might not be related to the selected and organisation objectives.</p> <ul style="list-style-type: none"> - little or no demonstration of knowledge and understanding, or references to theory applied.