



CIM

CIM Level 6 Diploma in Professional Marketing/CIM Level 6 Diploma in Professional Digital Marketing

Marketing & Digital Strategy (2210)

April 2020

Assignment

The assignment comprises **TWO** compulsory tasks

Task 1 is worth **50** marks

Task 2 is worth **50** 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 page/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 page/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/>

Continued

Themes
<p>As Marketing Manager, you have been asked by the Senior Management Team (SMT) to create a 3-year marketing plan that will 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 strategic marketing plan with the objective of creating growth or sustaining existing revenue through more effective market penetration.</p> <p>You are expected to begin with an in-depth audit of the organisation, which should critically evaluate the current situation. Following on from this, and using the outcomes of the audit, you are to prepare a strategic marketing plan, with the aim of achieving the objective for your chosen organisation.</p> <p>Finally, you are required to justify the content of your plan in the context of your organisation’s goals, its market sector and current situation, and relevant theoretical frameworks and concepts.</p>
<p>Theme 2: Market Development</p> <p>The SMT has asked you to take responsibility for delivering a strategic marketing plan with the objective of creating growth or sustaining existing revenue through market development.</p> <p>You are expected to begin with an in-depth audit of the organisation, which should critically evaluate the current situation. Following on from this, and using the outcomes of the audit, you are to prepare a strategic marketing plan, with the aim of achieving the objective for your chosen organisation.</p> <p>Finally, you are required to justify the content of your plan in the context of your organisation’s goals, its market sector and current situation, and relevant theoretical frameworks and concepts.</p>
<p>Theme 3: Product/Service Development</p> <p>The SMT has asked you to take responsibility for delivering a strategic marketing plan with the objective of creating growth or sustaining existing revenue through product/service development.</p> <p>You are expected to begin with an in-depth audit of the organisation, which should critically evaluate the current situation. Following on from this, and using the outcomes of the audit, you are to prepare a strategic marketing plan, with the aim of achieving the objective for your chosen organisation.</p> <p>Finally, you are required to justify the content of your plan in the context of your organisation’s goals, its market sector and current situation, and relevant theoretical frameworks and concepts.</p>

Continued

Theme 4: Diversification

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

You are expected to begin with an in-depth audit of the organisation, which should critically evaluate the current situation. Following on from this, and using the outcomes of the audit, you are to prepare a strategic marketing plan, with the aim of achieving the objective for your chosen organisation.

Finally, you are required to justify the content of your plan in the context of your organisation's goals, its market sector and current situation, and relevant theoretical frameworks and concepts.

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 – Marketing Plan

Learning Outcomes covered in Task 1:

LO1, LO2, LO3, LO4, LO5, LO6

Please refer to the module specification for Learning Outcome details.

Situation Analysis, Planning, Implementation and Control

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 for your plan
- theme chosen and rationale for choice.

(5 marks)

Marketing Plan

For your own organisation, or an organisation of your choice, you have been asked to produce a 3-year marketing plan that will lead to improved growth. Your marketing plan could follow a planning framework of your choice; however, it should cover the following elements, and should be written to meet the requirements of the chosen theme:

(b) a strategic audit of where the organisation is now, using relevant models and frameworks to audit the current situation

AC2.1, AC2.2

(10 marks)

(c) the marketing objectives which the organisation wants to achieve

AC3.1

(5 marks)

(d) the strategic options to achieve these goals (including segmentation, targeting and positioning), and a supporting tactical mix

AC3.2, AC4.1, AC4.2

(10 marks)

Continued

(e) details of how the organisation will implement the chosen strategy

AC5.1, AC5.2

(10 marks)

(f) metrics the organisation will use to monitor performance and measure success.

AC6.1

(10 marks)

(Total – 50 marks)

(Organisation summary maximum page count – two sides of A4 paper)

(Tasks 1 (b) to 1 (f) maximum page count – ten sides of A4 paper)

Task 2 – Justification Report

Learning Outcomes covered in Task 2:

LO1, LO2, LO3, LO4, LO5, LO6

Please refer to the module specification for Learning Outcome details.

Situation Analysis, Planning, Implementation and Control – Content Justification

In line with the theme you have selected for this assignment, and applying academic theory to justify your answer in each case, you are required to carry out the following.

- (a) Identify the key issues from the audit that have shaped the content of your marketing plan. Link each issue to the section(s) of the plan where it has most impact.
- AC1.1, AC1.2, AC2.1, AC2.2* (10 marks)
- (b) Justify your choice of strategy, referring to the organisation's objectives, segmentation, targeting and positioning policy, as well as theoretical models.
- AC3.2, AC4.1* (15 marks)
- (c) Justify the content of your tactical marketing mix (online and offline) in terms of achieving the chosen strategy.
- AC4.3* (10 marks)
- (d) Create a Gantt Chart that will identify the budget and resources necessary to implement your plan, explaining your breakdown of the budget over time.
- AC5.1* (5 marks)
- (e) Justify your choice of measurement tools for determining the success of the marketing plan and explain how the results from this would inform a continuous improvement plan.
- AC6.1, AC6.2* (10 marks)
- (Total – 50 marks)
- (Tasks 2 (a) to 2 (e) maximum word count – 2,500 words)

Grade Descriptor: Level 6 Qualification/ Marketing & Digital Strategy	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 Marketing Plan 50%	<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. - demonstrate an excellent in-depth strategic level of understanding in terms of the models and frameworks selected and applied; provide an excellent interpretation of the output of the audit of the current situation. - demonstrate a clear balance between internal and external analysis, such as a TOWS analysis, showing excellent application of information to draw strategic level observations about how the organisation approaches objectives relating to growth or sustaining market share. - create SMART marketing objectives linked to the theme, considering and justifying relevant strategic options with reference to the theme; provide an excellent outline of segmentation, targeting and positioning. - recommend an excellent range of relevant tactics to support the achievement of the strategy. - demonstrate excellent in-depth strategic level understanding of the tools and models needed to control and monitor the marketing plan's implementation, when considering the objectives, strategy and tactics recommended. - recommend both financial and non-financial measures. - demonstrate an excellent level of knowledge and understanding. 	<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. - demonstrate a good strategic level of understanding in terms of the models and frameworks selected and applied; provide a good interpretation of the output of the audit of the current situation. - demonstrate a clear balance between internal and external analysis, such as a TOWS analysis, showing some good application of information to draw strategic level observations about how the organisation approaches growth or sustaining market share. - link SMART marketing objectives to the theme; consider some relevant strategic options, providing justification with reference to the theme; provide a good outline of segmentation, targeting and positioning. - recommend a good range of tactics to support the achievement of the strategy. - demonstrate good strategic level understanding of the tools and models needed to control and monitor the marketing plan's implementation, when considering the objectives, strategy and tactics recommended. - recommend both financial and non-financial measures. - demonstrate a good level of knowledge and understanding. 	<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. - demonstrate an adequate strategic level of understanding in terms of the models and frameworks selected and applied; provide an adequate interpretation of the output of the audit of the current situation. - demonstrate some balance between internal and external analysis, such as a TOWS analysis, showing adequate application of information to draw strategic level observations about how the organisation approaches growth or sustaining market share. - create SMART marketing objectives linked to the theme, considering some relevant strategic options, which may be justified with reference to the theme; provide an adequate outline of segmentation, targeting and positioning. - recommend adequate tactics to support the achievement of the strategy. - demonstrate an adequate understanding of the tools and models needed to control and monitor the marketing plan's implementation, when considering the objectives, strategy and tactics recommended. - recommend financial and/or non-financial measures. - demonstrate an adequate level of knowledge and understanding. 	<ul style="list-style-type: none"> - limited detail about the chosen organisation, and justification for the choice of theme. - limited understanding in terms of models and frameworks selected and applied; interpretation of the output of the audit of the current situation may not be included. - lack of balance between internal and external analysis; a TOWS analysis may not be included, or may show little or no application of information to draw strategic level observations about how the organisation approaches growth or sustaining market share. - marketing objectives not being SMART, or not linked to the theme; strategic options may not be considered and those that are may not be justified with reference to the theme. - segmentation, targeting and positioning possibly not being outlined. - tactics possibly not being recommended, or not suitable to support the achievement of the strategy. - little or no demonstration of understanding of the tools and models needed to control and monitor the marketing plan's implementation, when considering the objectives, strategy and tactics recommended. - recommendations possibly not covering financial or non-financial measures. - little or no demonstration of knowledge and understanding.

Continued

Grade Descriptor: Level 6 Qualification/ Marketing & Digital Strategy	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 2 Justification Report 50%	<ul style="list-style-type: none"> - justify the content of an excellent marketing plan, using the theme choice, organisational context and academic theory. - discuss key issues from the audit, demonstrating an understanding that these can be both externally and internally driven; demonstrate an excellent in-depth appreciation of how the issues identified impact market share, competitive positioning and profitability (where relevant). - provide an excellent in-depth justification of the choice of strategy, demonstrating how the organisation's objectives will be met, using theoretical principles, concepts and frameworks to underpin the justification. - provide an excellent professional, in-depth explanation of the segmentation, targeting and positioning strategy. - provide excellent justification of tactical frameworks and activities that can be used to support the plan in achieving market share in relation to the chosen strategy; consider a broad range of tactical tools, both on and offline. - create a detailed Gantt chart/action plan, clearly showing all tactical activity, responsibilities, timeline and budget breakdown; include an in-depth explanation of the budget breakdown, with links to the organisational context and the chosen theme. - demonstrate an excellent in-depth strategic level of understanding of key performance indicators (KPIs) that can be used to monitor and measure the achievement of the marketing plan, with an excellent justification of their inclusion in relation to the organisational context. - demonstrate an excellent level of knowledge and understanding, justifying the response through references to theory. 	<ul style="list-style-type: none"> - justify the content of a good marketing plan, using the theme choice, organisational context and some academic theory. - discuss key issues from the audit, demonstrating an understanding that these can be both externally and internally driven; demonstrate an appreciation of how the issues identified impact growth, competitive positioning and profitability (where relevant). - provide a good justification of the choice of strategy, demonstrating how the organisation's objectives will be met, using theoretical principles, concepts and frameworks to underpin the justification. - provide a good professional explanation of the segmentation, targeting and positioning strategy. - provide good justification of tactical frameworks and activities that can be used to support the plan in achieving growth in relation to the chosen theme; consider a range of tactical tools, both on and offline. - create a detailed Gantt chart/action plan, clearly showing all tactical activity, responsibilities, timeline and budget breakdown; include a good explanation of the budget breakdown, with links to the organisational context and the chosen theme. - demonstrate a good strategic level of understanding of key performance indicators (KPIs) that can be used to monitor and measure the achievement of the marketing plan, with a good justification of their inclusion in relation to the organisational context. - demonstrate a good level of knowledge and understanding, justifying the response through references to theory. 	<ul style="list-style-type: none"> - justify the content of the marketing plan, using the theme choice, organisational context and some academic theory. - discuss some issues from the audit, demonstrating an understanding that these can be both externally and internally driven; demonstrate an appreciation of how the issues identified impact growth or sustainability. - provide a justification of the choice of strategy, demonstrating how the organisation's objectives will be met, possibly using theoretical principles, concepts and frameworks to underpin the justification. - provide a professional explanation of the segmentation, targeting and positioning strategy. - provide adequate justification of tactical frameworks and activities that can be used to support the plan in achieving growth through the chosen theme; consider a range of tactical tools, both on and offline. - create a Gantt chart/action plan, clearly showing all tactical activity, responsibilities, timeline and budget breakdown; include an explanation of the budget breakdown, with some links to the organisational context and the chosen theme. - demonstrate adequate strategic level of understanding of key performance indicators (KPIs) that can be used to monitor and measure the achievement of the marketing plan, with a justification of their inclusion in relation to the organisational context. - demonstrate an adequate level of knowledge and understanding, supporting the response through references to theory. 	<ul style="list-style-type: none"> - lack of full justification of the content of the marketing plan, using the theme choice, organisational context and some academic theory. - possible lack of discussion of issues from the audit, and lack of evidence of understanding that these can be both externally and internally driven; no evidence of appreciation of how the issues identified impact growth or sustainability. - no demonstration of how the choice of strategy will meet the organisation's objectives, or no justification is provided. - possible lack of explanation of the segmentation, targeting and positioning strategy. - little or no justification of tactical frameworks and activities that can be used to support the plan in achieving growth through the chosen theme; possible lack of consideration of tactical tools. - a Gantt chart/action plan either missing or not showing all tactical activity, responsibilities, timeline and budget breakdown; lack of an explanation of the budget breakdown. - little or no evidence of understanding of key performance indicators (KPIs) that can be used to monitor and measure the achievement of the marketing plan. - little or no demonstration of knowledge and understanding, or references to theory applied.