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

The Digital Customer Experience (2215)

April 2020
Assignment
The assignment comprises **THREE** compulsory tasks **Task 1** is worth **30** marks **Task 2** is worth **30** marks **Task 3** is worth **40** 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
As a Digital Marketing Manager, you have been asked by the Senior Management Team (SMT) to consider the digital customer experience that will help the organisation meet its objectives for growth or sustain its current market position.

Theme 1: Market Penetration

The SMT has asked you to take responsibility for delivering a plan for the digital customer experience, with the objective of creating growth or sustaining existing revenue through more effective market penetration.

You are required to recommend appropriate channels to support the customer journey, with the aim of achieving the objective for your chosen organisation. You are also required to develop a digital customer experience plan in the context of your organisation's goals, its market sector and current situation, and relevant theoretical frameworks and concepts.

Theme 2: Market Development

The SMT has asked you to take responsibility for delivering a plan for the digital customer experience, with the objective of creating growth or sustaining existing revenue through market development.

You are required to recommend appropriate channels to support the customer journey, with the aim of achieving the objective for your chosen organisation. You are also required to develop a digital customer experience plan in the context of your organisation's goals, its market sector and current situation, and relevant theoretical frameworks and concepts.

Theme 3: Product/Service Development

The SMT has asked you to take responsibility for delivering a plan for the digital customer experience, with the objective of creating growth or sustaining existing revenue through product/service development.

You are required to recommend appropriate channels to support the customer journey, with the aim of achieving the objective for your chosen organisation. You are also required to develop a digital customer experience plan in the context of your organisation's goals, its market sector and current situation, and relevant theoretical frameworks and concepts.

Theme 4: Diversification

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

You are required to recommend appropriate channels to support the customer journey, with the aim of achieving the objective for your chosen organisation. You are also required to develop a digital customer experience 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 – Report

Learning Outcomes covered in Task 1:

LO1, LO2

Please refer to the module specification for Learning Outcome details.

Channel Selection and Customer Insights

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) Identify your channel goals and recommend the key channel selection criteria to ensure your chosen organisation's objective is met.

AC1.1, AC1.2 *(15 marks)*

(c) Create a customer persona through the application of internal and external customer data. The persona should consider current and changing customer behaviour.

AC2.1, AC2.2 *(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 – Report

Learning Outcomes covered in Task 2:

LO3, LO4

Please refer to the module specification for Learning Outcome details.

Managing Channels

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

(a) Assess and select which paid, owned and/or earned media channels would communicate most effectively with existing and potential customers in Task 1 (c), to both raise their awareness and engage them. Consider the risks and resources associated with the use of these channels.

AC3.1, AC3.2 *(10 marks)*

(b) Recommend appropriate tools to analyse the effectiveness of the digital channels selected in Task 2 (a).

AC3.3 *(10 marks)*

(c) Explain best practice for digital compliance for the channels you have selected in Task 2 (a), considering ethical and legal implications.

AC4.1, AC4.2 *(10 marks)*

(Total – 30 marks)

(Tasks 2 (a) to 2 (c) maximum word count – 1,500 words)

Task 3 – Customer Experience Plan

Learning Outcomes covered in Task 3:

LO5, LO6

Please refer to the module specification for Learning Outcome details.

Digital Customer Experience

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

(a) Identify the key touchpoints and appraise the current customer journey for the persona you defined in Task 1 (c).

AC5.1, AC5.2 *(20 marks)*

(b) Develop a detailed plan to improve the customer digital experience throughout the customer journey identified in Task 3 (a).

AC6.1, AC6.2 *(20 marks)*

(Total – 40 marks)

(Tasks 3 (a) to 3 (b) maximum word count – 2,000 words)

Grade Descriptor: Level 6 Qualification/ The Digital Customer Experience	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%	- provide an excellent level of detail about the chosen organisation, and an excellent justification for the choice of theme. - provide an excellent evaluation of key criteria, linked to the chosen theme, and based on the factors that influence the success or failure of channels, the balance of paid, owned and earned media, and the risks involved. - create a customer persona based on relevant internal and external data, and online research into current and changing behaviour; create a complete picture on which to base the plan later in the assignment. - demonstrate an excellent level of knowledge and understanding, justifying the response through references to theory.	- provide a good level of detail about the chosen organisation, and a good justification for the choice of theme. - provide a good evaluation of key criteria, linked to the chosen theme, and based on the factors that influence the success or failure of channels, the balance of paid, owned and earned media, and the risks involved. - create a good customer persona based on relevant data in relation to changing behaviours and online research; create a good picture on which to base the plan later in the assignment. - demonstrate a good level of knowledge and understanding, justifying the response through references to theory.	- provide an adequate level of detail about the chosen organisation, and an adequate justification for the choice of theme. - provide an adequate evaluation of criteria, linked to the chosen theme, and based on the factors that influence the success or failure of channels, the balance of paid, owned and earned media, and the risks involved. - create a customer persona based on relevant data and online research at an adequate level, with reference to customer behaviour; create an adequate picture on which to base the plan later in the assignment. - demonstrate an adequate level of knowledge and understanding, supporting the response through references to theory.	- limited detail about the chosen organisation, and justification for the choice of theme. - little evaluation of criteria, linked to the chosen theme, and based on the factors that influence the success or failure of channels, the balance of paid, owned and earned media, and the risks involved. - creation of a customer persona not based on relevant data and online research, with lack of consideration of customer behaviour; creation of an unclear picture on which to base the plan later in the assignment. - little or no demonstration of knowledge and understanding, or references to theory applied.
Task 2 30%	- assess paid, owned and/or earned media channels, with excellent justification for their selection and in-depth consideration of the customer in Task 1 (c), including risks, constraints and the resources needed. - make excellent recommendations of tools to analyse the effectiveness of the channels selected in Task 2 (a), considering KPIs, dashboards and reports, with justification for their selection or otherwise. - provide excellent in-depth consideration of the options and tools available, linked to the objectives to be achieved and the theme/organisational context. - provide excellent in-depth consideration of ethical and legal implications for the selected channels; research and explain best practice for digital compliance. - demonstrate an excellent level of knowledge and understanding, justifying the response through references to theory.	- assess paid, owned and/or earned media channels, with good justification for their selection and in relation to the customer in Task 1 (c), including risks, constraints and the resources needed. - make good recommendations of tools to analyse the effectiveness of the channels selected in Task 2 (a), considering KPIs, dashboards and reports, with justification for their selection or otherwise. - provide good consideration of the options and tools available, linked to the objectives to be achieved and the theme/organisational context. - provide good consideration of the ethical and legal implications for the selected channels; research and explain best practice for digital compliance. - demonstrate a good level of knowledge and understanding, justifying the response through references to theory.	- assess paid, owned and/or earned media channels, in relation to the customer in Task 1 (c), including risks, constraints and the resources needed. - make adequate recommendations of tools to analyse the effectiveness of the channels selected in Task 2 (a), considering KPIs, dashboards and reports, with adequate justification for their selection or otherwise. - provide adequate consideration of the options and tools available, linked to the objectives to be achieved and the theme/organisational context. - provide adequate consideration of ethical and legal implications for the selected channels; research and explain best practice for digital compliance. - demonstrate an adequate level of knowledge and understanding, supporting the response through references to theory.	- little or no consideration of paid, owned and/or earned media channels, the customer in Task 1 (c), or the risks, constraints and resources needed. - few or no recommendations of tools to analyse the effectiveness of the channels selected in Task 2 (a), and no consideration of KPIs, dashboards and reports. - little or no consideration of the options and tools available, linked to the objectives to be achieved and the theme/organisational context. - lack of consideration of the ethical and legal implications for the selected channels, and lack of explanation. - little or no demonstration of knowledge and understanding, or references to theory applied.

Grade Descriptor: Level 6 Qualification/ The Digital Customer Experience	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 40%	- provide an excellent in-depth appraisal of the current customer journey for the customer persona outlined in Task 1 (c), including the key touchpoints in the journey, mapped across mobile, tablet and desktop; include in the appraisal the paid, owned and earned media used, the content used at each stage of the journey, any social listening and/or sentiment analysis undertaken, and all relevant legal and privacy requirements. - complete an excellent in-depth improvement plan based on the theme, organisational context, customer persona (Task 1 (c)), and customer journey (Task 3 (a)), and including excellently developed: • objectives for improvements to the customer experience, linked to the chosen theme • strategic options • digital marketing activity at journey touchpoints • budget and resources. - demonstrate an excellent level of knowledge and understanding throughout. - demonstrate an excellent level of knowledge and understanding.	- provide a good appraisal of the current customer journey for the customer persona outlined in Task 1 (c), including the touchpoints in the journey, mapped across mobile, tablet and desktop; include in the appraisal the paid, owned and earned media used, the content used at each stage of the journey, any social listening and/or sentiment analysis undertaken, and relevant legal and privacy requirements. - complete a good improvement plan based on the theme, organisational context, customer persona (Task 1 (c)), and customer journey (Task 3 (a)), and including good: • objectives for improvements to the customer experience, linked to the chosen theme • strategic options • digital marketing activity at journey touchpoints • budget and resources. - demonstrate a good level of knowledge and understanding.	- provide an adequate appraisal of the current customer journey for the customer persona outlined in Task 1(c), including touchpoints in the journey, mapped across mobile, tablet and desktop; include in the appraisal some of the following at an adequate level: the paid, owned and earned media used, the content used at each stage of the journey, any social listening and/or sentiment analysis undertaken, and all relevant legal and privacy requirements. - complete an adequate improvement plan based on the theme, organisational context, customer persona (Task 1 (c)), and customer journey (Task 3 (a)), and including adequate: • objectives for improvements to the customer experience, linked to the chosen theme • strategic options • digital marketing activity at journey touchpoints • budget and resources. - demonstrate an adequate level of knowledge and understanding.	- little or no appraisal of the current customer journey for the customer persona outlined in Task 1 (c), possibly not including the touchpoints in the journey; possible omission from the appraisal of some relevant elements. - possible lack of an improvement plan, or it may not be created in context, or may not include all of the following: • objectives for improvements • strategic options • digital marketing activity • budget and resources. - little or no demonstration of knowledge and understanding