

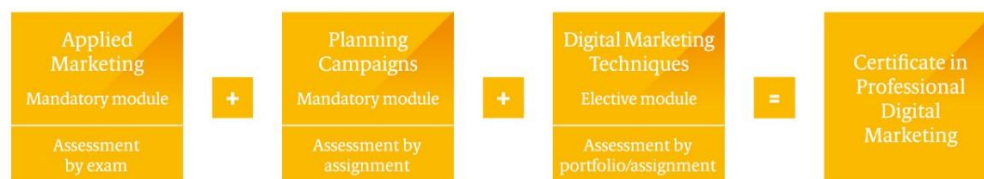
Module Specification:

Applied Marketing (VRQ)

Applied Marketing is a 17-credit mandatory module which sits within the suite of Level 4 modules.



Applied Marketing is common to both CIM Level 4 Certificate qualifications. To gain the CIM Level 4 Certificate in Professional Marketing, a pass in both mandatory modules plus Customer Insights is required.



To gain the CIM Level 4 Certificate in Professional Digital Marketing, a pass in both mandatory modules plus Digital Marketing Techniques is required.

If studied as a standalone module, an individual award can be achieved.

Aim of the module

In this module, you will learn about the role of marketing in the organisation and the key concepts that underpin the activities of the marketer. You will explore the marketing environment, customer behaviour in the digital age, market research and the marketing planning process. This will include the marketing mix and a tactical planning framework to aid marketing effectiveness.

Module structure

The module comprises three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. The examination will comprise multiple-choice questions to be completed in a controlled assessment.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Applied Marketing module content which follows.

CIM Level 4 Certificate in Professional Marketing (VRQ)/CIM Level 4 Certificate in Professional Digital Marketing (VRQ) Qualification Specifications

Please refer to the CIM Level 4 Certificate in Professional Marketing/CIM Level 4 Certificate in Professional Digital Marketing Qualification Specifications for all other information including:

- CIM Professional Marketing Competencies
- The Level 4 qualification structure
- Who it is for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- Modes of study
- How it is assessed – assessment methodology
- How the assessments are delivered and when
- How it is graded
- When are results issued?
- Module specifications
- What we mean by command words

Module Content: Applied Marketing (mandatory)

Level 4	Credit value: 17	Total Qualification Time: 170 hours Guided Learning Hours: 150 hours
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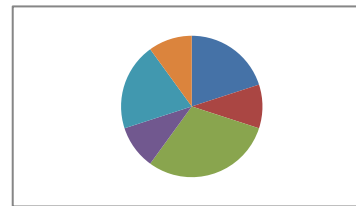
Purpose statement

This module offers insight into the role of marketing in the organisation and the key concepts that underpin the activities of the marketer. The module covers three units: the first relates to marketing concepts and consumer behaviour; the second unit is about the understanding and gathering of information to assess the impact of the marketing environment; and the third unit is about developing knowledge and effective application of the extended and digital marketing mix in different contexts.

Assessment

Multiple-Choice Question Examination (controlled assessment)

Module weighting



LO 1 – 15% weighting
 LO 2 – 15% weighting
 LO 3 – 15% weighting
 LO 4 – 15% weighting
 LO 5 – 20% weighting
 LO 6 – 20% weighting

Overarching learning outcomes

By the end of this module, learners should be able to:

The Marketing Concept

- Understand the contribution of marketing to the organisation
- Know what influences customer behaviour across a range of contexts

Analysis and Insight

- Understand the factors and trends in the marketing environment and how they affect marketing
- Know a range of options for gathering relevant marketing information

Marketing Mix

- Understand the application of the marketing mix within different marketing contexts
- Know how to apply and adapt the marketing mix to satisfy customer needs and business goals

Unit 1: The Marketing Concept

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
1. Understand the contribution of marketing to the organisation	1.1 Appraise the role of marketing in the business context	A business approach and philosophy which – <ul style="list-style-type: none"> • Achieves satisfaction of customer needs/wants • Drives stakeholder value in competitive markets • Delivers change based on trends & information • Informs organisational decision making • Achieves competitive advantage in the digital age • Achieves marketing orientation (vs. product/production/sales orientation) • Identifies opportunities for growth through market penetration, market development, new product development (NPD) and diversification (Ansoff)
	1.2 Assess the scope of marketing activities	<ul style="list-style-type: none"> • The voice of the customer • A positive impact on company performance • Linking to strategic planning • Cross functional working • Collecting and analysing information • Working in the context of planning frameworks (eg, MOST, PR Smith’s SOSTAC®, APIC) • Producing or contributing to the production of marketing plans • Branding and brand positioning

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
		<ul style="list-style-type: none"> • Delivering of marketing plan actions • Co-ordinating multi-channel approaches to the market
2. Know what influences customer behaviour across a range of contexts	2.1 Assess the importance of customer/consumer buying behaviour	<ul style="list-style-type: none"> • The differing roles of customers, consumers and organisational buyers • Buyer personas shaping buying behaviour • Bases of segmentation • Effective segmentation, targeting and positioning • Building and managing relationships with customers/consumers
	2.2 Appraise the influences on the customer/consumer decision making process	<ul style="list-style-type: none"> • Stages of the customer/consumer decision making process • The customer journey – online and offline • Adoption of innovations • Influences on buying processes across different purchase environments: psychological, social, cultural and personal factors
	2.3 Compare different types of buying behaviour	<ul style="list-style-type: none"> • B2B, B2C, C2C, G2C, Not-for-Profit (NFP), • Environmental, organisational, group and individual influences • The organisation's DMU (Decision Making Unit) • Types of purchasing behaviours: impulse buying; routine response, limited problem-solving and extended problem-solving • New task, straight rebuy, modified rebuy

Unit 2: Analysis and Insight

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
3. Understand the factors and trends in the marketing environment and how they affect marketing	3.1 Explain the impact of factors in the macro environment	<ul style="list-style-type: none"> • Macro environmental forces: political, economic, social, technological, environmental, legal, regulatory, ethics and CSR • Macro analysis frameworks: PESTEL, PESTER, SLEPT, STEEPLE • Changing macro factors shaping marketing planning
	3.2 Explain the impact of factors in the micro-environment	<ul style="list-style-type: none"> • Customers • Competitors • Distributors • Suppliers • Interest groups/stakeholders • Porter's 5-forces and levels of competitive rivalry • Changing micro factors shaping marketing planning
	3.3 Explain the impact of factors in the internal environment	<ul style="list-style-type: none"> • Organisation types (PLC/private/NFP/Govt.) • Resources, competencies and capacity for applied marketing • Organisational, vision, mission, goals, objectives, governance and attitude to risk • Changing internal factors shaping marketing planning

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
4. Know a range of options for gathering relevant marketing information	4.1 Describe the sources of secondary data	<ul style="list-style-type: none"> • Internal and external, • External data sources: Government sources, commercial market research reports, trade and industry sources, competitor data, social media feeds and blogs, geodemographic databases • Internal data sources: financial, sales, customer records and CRM, • Real time data and big data • Online sources • Validity of sources
	4.2 Describe the techniques used to collect primary data	<ul style="list-style-type: none"> • Qualitative and quantitative • Research methods: surveys, interviews, focus groups, panels, Delphi technique, observations and participation, experiments, mystery shopping and store audits. • Selecting appropriate samples
	4.3 Analyse data to inform marketing decisions	<ul style="list-style-type: none"> • Analysis of data • Impact on marketing planning • Satisfying customers • Achieving competitive advantage • Purpose and operation of the Marketing Information System (MkIS) • Environmental scanning and forecasting

Unit 3: Marketing Mix

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
5. Understand the application of the marketing mix within different marketing contexts	5.1 Describe the seven elements of the extended marketing mix	<ul style="list-style-type: none"> • 7Ps • Product: anatomy of a product, product portfolios (BCG and GE matrix), product life cycle and new product development • Pricing strategies and tactics • Place strategies and channels • Promotional strategies and the integrated marketing communications mix • Process supporting the customer journey • People delivering customer value • Physical evidence and tangible cues • The digital marketing mix
	5.2 Explain the importance of developing a co-ordinated approach to the marketing mix in different contexts	<ul style="list-style-type: none"> • Impact on target markets and their needs • Co-ordination of mix elements • Compatibility of the mix within differing market contexts • Impact on competitors/competitiveness • The marketing mix in differing contexts B2B, B2C, NFP, national, regional and international

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
6. Know how to apply and adapt the marketing mix to satisfy customer needs and business goals	6.1 Apply the marketing mix for products and services	<ul style="list-style-type: none"> • Integrated mix consistent with positioning • Adapt the mix to suit the organisation, objectives and target market • Marketing mix tactics to build and maintain relationships, penetrate markets, reach new segments or develop new products • Integration of digital techniques
	6.2 Adapt the marketing mix in changing marketing environmental conditions	<ul style="list-style-type: none"> • Ensuring the continuing satisfaction of customer needs and wants • Responding to customer trends, needs and wants • Responding to changes in the competitive and/or organisational environment • Adaptation of the elements of the mix to meet changing conditions in the macro environment • Use effective measures to control adaptations and changes within the mix • International contexts: standardisation vs adaptation

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
	6.3 Recommend how the effectiveness of the marketing mix can be measured.	<ul style="list-style-type: none"> • Measure effectiveness of different marketing mixes using metrics • Product – market share, sales, number of new products, repeat purchases • Price – margin, discount levels, comparisons • Place – costs, volume, growth, stock levels, customer satisfaction • Promotion – media coverage, cost per contact, sales/call ratios, awareness levels, enquiries generated • Metrics relating to process, people and physical evidence • Measurements - profit, ROMI, CLV, NPS and customer satisfaction • Control mechanisms to ensure objectives are achieved • Online metrics – CTR, CPC, bounce rate and sentiment



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