



CIM Level 6 Diploma in Professional Marketing

Strategic Marketing (2200)

Time: 14:00 – 17:00

Date: 5 April 2016

Examination

The Strategic Marketing assessment in its entirety comprises **TWO** compulsory tasks.

Task 1 is worth **40** marks – prepared organisation summary and marketing plan (*see separate Strategic Marketing preparatory brief*)

Task 2 is worth **60** marks – examination

The examination will be 3 hours in duration

Total marks available – **100**

Candidate guidance for examination:

- Answer **all** sub-tasks
- The available marks are shown alongside each part of the sub-task
- Read all instructions and sub-tasks carefully before attempting them
- You should retain a focus on the theme of the assessment, and ensure that your answers support an improvement within this specific area of performance
- Ensure each sub-task is clearly numbered
- Using the treasury tag provided attach your organisation summary (up to **ONE** page) and marketing plan (up to **EIGHT** pages) to your answer book

Please note that under no circumstances can more than the **ONE** page organisation summary and **EIGHT** page marketing plan be taken into the examination (**NINE** pages in total). It is the expectation of CIM that invigilators must remove any pages exceeding this at the door to the examination room. Any pages over the allowance taken into the examination will be deemed **examination malpractice** with an outcome of **null and void**.

TASK 1 – Prepared Organisation Summary and Marketing Plan

You should refer to your prepared Task 1 organisation summary and marketing plan, where required, to answer some of the following sub-tasks.

Your Task 1 organisation summary and marketing plan are worth **40** of the overall marks and **must** be submitted alongside your examination report.

Please note, this Strategic Marketing examination is based on the whole syllabus and not just on your prepared organisation summary and marketing plan.

TASK 2 – Examination

Assessment criteria covered in Task 2:

AC1.1, AC1.2, AC1.3, AC2.1, AC2.3, AC3.2, AC3.3, AC3.4, AC4.2, AC4.3, AC4.4, AC5.2, AC5.3, AC6.1, AC6.2, AC6.3

Please refer to the module specification for assessment criteria details.

Your previously developed organisation summary and marketing plan have been reviewed by your chosen organisation, and you have been sent further questions to support their understanding of your proposal.

Making reference to your Task 1 organisation summary and marketing plan to support your answers, and retaining a focus on the theme of organisational reputation as a means to support growth, write a report that addresses the following areas:

Required:

- (a) Discuss ways in which macro-environmental forces can influence how an organisation's reputation is judged by stakeholders, using your chosen organisation as an example. (10 marks)
- (b) Evaluate ways in which your chosen organisation's internal resources are either negatively or positively influencing the organisation's current reputation. (10 marks)
- (c) Using your audit of the organisation's external and internal environments, discuss ways of improving market research and data gathering to optimise the organisation's future reputation, with relevant examples. (10 marks)
- (d) In your Task 1 marketing plan you developed strategic options for supporting organisational growth through enhanced organisational reputation. Recommend which option would be the most effective for your chosen organisation to pursue, applying relevant theory and frameworks to justify your recommendation. (10 marks)
- (e) Assess the most important risks and resource implications of implementing your proposed marketing plan for the organisation, with justification. (10 marks)
- (f) An organisation's reputation is a dynamic asset. Recommend key marketing actions which should be put in place to support continuous improvements to your marketing plan, in order to optimise organisational growth through strong organisational reputation. (10 marks)

(Total – 60 marks)

END OF EXAMINATION



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