



CIM Level 6 Diploma in Professional Marketing

Strategic Marketing (2200)

April 2018

Task 1 – Organisation summary and marketing plan

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

Task 1 – Prepared organisation summary (up to **ONE** side of A4 paper) and marketing plan (up to **EIGHT** sides of A4 paper) to be taken into the examination.

This preparatory brief should be used to produce an organisation summary and preparatory marketing plan which will be required as part of the overall assessment.

Task 1 is worth **40** marks

Task 2 – Examination

Strategic Marketing examination based on the marketing plan and whole syllabus. The examination will be 3 hours in duration.

Task 2 is worth **60** marks

Total marks available – **100**

Please note that under no circumstances can more than the **ONE** side of A4 paper for the organisation summary and **EIGHT** sides of A4 paper for the marketing plan be taken into the examination. It is the requirement of CIM that invigilators 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 the assessment being **null and void**.

Assessments can only be accepted for marking with a valid assessment booking.

Scenario: Stakeholder engagement

Connecting strategically with key stakeholders has been found to help organisations to develop their markets, maintain relevance and deliver a competitive advantage that can lead to better organisational performance.

The Senior Management Team of your organisation or an organisation of your choice has asked you to develop a strategic marketing plan aimed at achieving a sustainable competitive advantage through enhanced stakeholder engagement.

You are expected to begin with an in-depth audit of the organisation, which should critically evaluate how it currently engages with stakeholders.

You are then required to use the outcomes of the audit to prepare a strategic marketing plan to deliver the sustainable competitive advantage through improving stakeholder engagement for your chosen organisation. It is expected that this would lead to the creation of shared value through the development of insights into stakeholder conditions, constraints and opportunities.

Guidance notes:

- Complete all elements of the marketing planning structure and organisation summary as defined below.
- The available marks are shown alongside each part of the sub-task.
- Read all instructions and sub-tasks carefully before attempting them.
- **NO** executive summary is required as part of the planning framework.
- 'Organisation' is deemed to be any company or not-for-profit organisation or any strategic business unit within an organisation that is large enough to have its own profit/loss accounts, staff and resources, etc.
- Candidates should retain a focus on the theme of the marketing plan, and ensure the marketing plan aims to deliver an improvement within this specific area of performance.
- Candidates should ensure the marketing plan includes clear headings relevant to the specific sections detailed in the sub-tasks.
- Please note that **ONE** side of A4 paper is allowed for an organisation summary in addition to the **EIGHT** sides of A4 paper for the preparatory marketing plan.
- **FIVE** marks will be awarded for the organisation summary, which will form part of the preparatory work, using the headings supplied as guidance. This is included in the marks allocated to Task 1.
- Where required to do so, candidates should refer to content within their organisation summary and marketing plan, to support their answers to the examination.
- A hard copy of the organisation summary and marketing plan must be taken to the examination and be attached to the examination script.
- The organisation summary and marketing plan should be completed in a minimum of font size 11, with tables, diagrams and charts in a minimum of font size 9.

Continued

Guidance notes continued

- The organisation summary and marketing plan should be completed using the following page setup:
 - top margin: 2.54 cm
 - bottom margin: 2.54 cm
 - left margin: 2.54 cm
 - right margin: 2.54 cm
 - header: 1.25 cm
 - footer: 1.25 cm.
- Appendices should not be included.
- The organisation summary and marketing plan are worth **40** of the overall 100 marks for this assessment.

TASK 1 – ORGANISATION SUMMARY AND MARKETING PLAN

Assessment criteria covered in Task 1:

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

Please refer to the module specification for assessment criteria details.

Required:

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 successful stakeholder engagement.

Your marketing plan can follow a planning framework of your choice; however, it should cover the following elements:

- an organisation summary
- a strategic audit of where the organisation is now, using relevant models and frameworks to audit the current situation
- a discussion of the objectives which the organisation wants to achieve
- a review of the strategic options to achieve these goals
- details of how the organisation will implement the chosen strategy
- recommendations as to how the organisation should monitor performance.

a) Organisation summary

The organisation summary is intended to provide context on the chosen organisation, and should not exceed one side of A4 paper.

The following headings must be included:

- **Organisation name**
- **Type of organisation**, for example, profit or not-for-profit, local, national, global, and type of legal entity
- **Size of organisation** in terms of turnover and/or number of employees
- Range of **products and services** provided
- **Customer base**, for example B2B/B2C
- Main **competitors**

Other information relevant to the assessment brief may be included within the one side of A4 paper limit by the candidate, if it is felt that this information would assist the examiner in understanding the organisation.

(5 marks)

Continued

Task 1 continued

b) Strategic audit

Using relevant models and frameworks:

- analyse the internal and external environments, with a view to understanding the organisation's current performance in achieving a sustainable competitive advantage through effective stakeholder engagement (11 marks)
- summarise the stakeholder engagement issues relating to external stakeholders only, using a SWOT/TOWS analysis. (4 marks)

c) Objectives

- Appraise the organisation's mission/vision and outline the organisation's overall marketing objectives.
- Develop objectives that relate to enhancing stakeholder engagement in order to achieve a sustainable competitive advantage. (4 marks)

d) Strategic options

- Using appropriate models and frameworks, evaluate the strategic options for enhancing stakeholder engagement to achieve a sustainable competitive advantage. (6 marks)

e) Tactics

- Propose the tactical tools which should be used to implement your marketing plan to improve stakeholder engagement. (6 marks)

f) Controls and measurement

Discussion and recommendation of:

- proposed tools to control the implementation of the marketing plan; this should include an analysis of the critical success factors key to controlling the marketing plan's implementation
- proposed measurement tools for determining the success of the marketing plan, including financial, resources and time-based measures. (4 marks)

(Total – 40 marks)

*(Organisation summary maximum page count – one side of A4 paper)
(Preparatory marketing plan maximum page count – eight sides of A4 paper)*

Guidance notes:

Strategic audit

As part of the external audit, the candidate may consider analysing the market forces, current customers/consumers, the competitor set – both direct and indirect – and the purchase behaviour of customers.

The internal audit may contain analysis of resources, branding, culture – particularly towards stakeholders and other relevant assets. The candidate should also consider an appraisal of the organisation's ability to prioritise external and internal marketing intelligence.

The SWOT/TOWS analysis should include a conclusion, with justification, as to how the organisation's long-term survival is affected by its current performance in relation to achieving sustainable competitive advantage through effective stakeholder engagement.

Objectives

The candidate should show a clear understanding of the role of the organisation's vision/mission in supporting enhanced stakeholder engagement, and recommend changes if needed.

Strategic options

These may include (but are not limited to) strategies to enhance stakeholder engagement.

Strategic options should be justified in relation to how they might support the achievement of competitive advantage through enhanced stakeholder engagement.

Tactics

This section should cover all the tactical tools (the 7Ps of the marketing mix), plus any other relevant tactical tools for implementing the marketing plan to support enhanced stakeholder engagement.

Controls and measures

This section should include an analysis of the critical success factors that are key to controlling the implementation of the marketing plan. Measurements should include financial, resources and time-based measures.