



CIM Level 4 Certificate in Professional Marketing

Digital Marketing (2103)

December 2019

Assignment

The assignment comprises **THREE** compulsory tasks

Task 1 is worth **25** marks

Task 2 is worth **35** marks

Task 3 is worth **40** marks

Total marks available – **100**

Candidate guidance:

- Answer **all** tasks
- The available marks are shown alongside each part of the task
- Read all tasks carefully before attempting them
- Refer to the CIM Digital Submission Guide
- Assignments can only be accepted for marking with a valid assessment booking

Scenario: The Digital Marketing Environment

The digital marketing environment can be described as both complex and dynamic. The rate of change brought on by advancements in technology, such as the internet, machine learning, artificial intelligence and connectivity, has been phenomenal.

As modern marketers, one of the key challenges faced is that of monitoring and responding to these environmental changes.

In your role as a Marketing Executive for your own organisation, or an organisation of your choice, you have been tasked with investigating some of the key changes in both the macro and micro environments facilitated by the development of digital technology.

Guidance notes:

The assignment consists of **THREE** tasks, which are all based around the theme of digital marketing and are to be contextualised within your chosen organisation.

FIVE marks will be awarded for the organisation summary, which will form part of Task 1, using the headings provided in the Assignment Guidelines section. The organisation summary is important as it will give the Examiner an understanding of the context in which the tasks have been answered.

It is good practice to acknowledge all sources/methodologies/applications using the Harvard referencing system.

Good Practice Guidelines for Assignment Production

The maximum word count is intended to assist candidates in producing a **professional document of an appropriate length** that can be used in the workplace. The submission should be written in a professional tone (unless otherwise instructed) and should only contain relevant material that directly contributes towards answering the task.

This assignment has been developed so that it can be applied to all organisations, sizes and sectors. Where candidates feel applying the assignment to their organisation needs a creative approach to be taken to the concept and theoretical principles explored, this is acceptable following discussion with their tutor. The approach taken should be outlined within the organisation summary.

TASK 1 – PRESENTATION

Assessment criteria covered in Task 1:

AC1.1, AC2.1, AC2.2, AC2.3, AC4.3

Please refer to the module specification for assessment criteria details.

Your manager has asked you to prepare a series of slides and speaker notes for a presentation to the Senior Management Team (SMT) that assesses the impact and influence of the dynamic digital environment across all organisations.

Required:

- (a) Provide a background to your chosen organisation, using the organisation summary guidelines. *(5 marks)*
- (b) Examine **FOUR** key changes in online customer behaviour as a result of changes in the digital environment. *(12 marks)*
- (c) Illustrate **FOUR** ways that the internet can be used as a vehicle for revenue generation. *(8 marks)*

(Total – 25 marks)

*(Organisation summary maximum page count – one side of A4 paper)
(Tasks 1 (b) to 1 (c) maximum slide count – 10 slides)
(Maximum word count for speaker notes – 1,000 words)*

TASK 1 – PRESENTATION**Task 1 (a):****Maximum page count: one side of A4 paper****Tasks 1 (b) to 1 (c):****Maximum slide count: 10 slides****Maximum word count for speaker notes: 1,000 words****ORGANISATION SUMMARY GUIDELINES**

Contents will contribute to the **FIVE** marks available in Part (a) of Task 1.

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 assignment may be included, within the maximum page count, to assist the Examiner in understanding the organisation.

In preparing a presentation for this task, candidates should remember that the content of the slides should simply summarise the points that they make in the accompanying speaker notes. This could be achieved, for example, by using bullet points or visuals that illustrate the contents of the speaker notes.

The allocation of words available, 1,000 in total, should be determined on a slide by slide basis by candidates.

Task 1 (b): Candidates need to examine **FOUR** key changes in online customer behaviour brought about by changes in technology.

Guidance notes:*Continued*

Task 1 continued

	In order to successfully examine these changes, candidates need to closely investigate the change, with a focus on the reason(s) for the change and how it links to marketing. Key things to consider could include the emergence and adoption of new technologies by society, concerns about security, trends and preferences for media channels or timings of online activities. The answer need not be related to the chosen organisation. The resulting changes in customer behaviour examined by candidates could include multi-screening, security, expectations, user experience, trust and filtering. Task 1 (c): To successfully answer this subtask, candidates should look outside of their chosen organisation, and illustrate, using relevant examples, FOUR different ways that the internet is used to generate revenue. There are many different ways that organisations can use internet technology to generate revenue including, but not limited to, ecommerce, sponsorship, subscriptions, advertising, pay per view and data access. Candidates need to find and present suitable illustrative examples and outline how each example represents a method of revenue generation. The use of visual examples is encouraged in this section, but no more than four examples should be included.
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TASK 2 – BRIEFING PAPER

Assessment criteria covered in Task 2:

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

Please refer to the module specification for assessment criteria details.

Your manager has asked you to prepare a briefing paper for the wider marketing team that will be used to improve knowledge of current digital marketing activities.

Required:

- (a) Describe the role of digital marketing activities in supporting the offline extended marketing mix for your chosen organisation. *(12 marks)*
- (b) Evaluate the strengths and weaknesses of your chosen organisation's current digital marketing mix. *(15 marks)*
- (c) Assess **TWO** potential benefits of automating elements of the digital communications mix for your chosen organisation. *(8 marks)*

(Total – 35 marks)

(Tasks 2 (a) to 2 (c) maximum word count – 1,750 words)

TASK 2 – BRIEFING PAPER**Maximum word count: 1,750 words****Guidance notes:**

The answer to this task should be presented as a briefing paper, addressing a specific audience (the wider marketing team within the chosen organisation) with headings for key sections.

Task 2 (a): To answer this subtask, candidates are expected to offer clear descriptions as to how the chosen organisation's digital marketing activities integrate with and support the extended offline marketing mix. This may not necessarily be the full 7Ps mix but must focus on key areas where digital marketing activities integrate with the offline marketing mix.

Areas to consider could include how digital approaches to pricing are integrated into the marketing mix, how online access improves the 'place' element of the mix or how service delivery can be augmented via online dialogue.

Task 2 (b): In order to evaluate, candidates should first identify the key digital marketing mix activities that their chosen organisation is currently engaged in. If these activities are significant in terms of volume, or across a wide range of products, brands or markets, then this can be narrowed down to a more specific area by candidates. There is no expectation of all of the 7Ps being evaluated, but only the elements of the marketing mix employed by the chosen organisation.

These digital marketing mix activities then need to be evaluated, determining their strengths and weaknesses in relation to areas such as suitability and effectiveness.

Task 2 (c): Candidates first need to develop an understanding of what marketing automation is, and how it can be used. Marketing automation is the use of software to perform routine digital marketing tasks, such as sending emails or posting on social media. This understanding can then be developed further in the context of the chosen organisation and linked to digital marketing communications such as email, content marketing, social media and/or display advertising. **TWO** potential benefits of implementing marketing automation should then be assessed - such as scale, scope, cost, retention, engagement – as opposed to focusing on what is to be automated and how.

TASK 3 – DIGITAL MARKETING PLAN

Assessment criteria covered in Task 3:

AC1.4, AC4.2, AC5.1, AC5.4, AC6.4

Please refer to the module specification for assessment criteria details.

You have been asked by your manager to contribute to the organisation's digital marketing plan by responding to changes in the digital marketing environment.

Required:

- (a) Produce a customer persona for **ONE** customer segment of the chosen organisation. *(12 marks)*
- (b) Recommend **TWO** SMART digital marketing objectives in response to the online behaviour of the segment for the chosen organisation. *(10 marks)*
- (c) Recommend a justified digital marketing mix, including digital communications, to deliver on the two proposed objectives in Task 3 (b), in the context of your chosen organisation. *(18 marks)*

(Total – 40 marks)

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

TASK 3 – DIGITAL MARKETING PLAN**Maximum word count: 2,000 words****Guidance notes:**

In order to successfully answer Task 3, it is important that candidates note that they are **not** expected to produce a complete digital marketing plan.

There is no expectation of, or requirement for, the inclusion of a situation analysis, strategy, implementation plan or control and measurement for the task. The task requires that the candidate only considers a key segment, objectives and a justified digital marketing mix, which includes communications. It may be necessary to consider areas from a marketing audit in order to make more informed decisions, but these should not be included in the final answer.

The elements of the digital marketing plan provided need to be well structured, concise, clear and presented in a professional format, such as that of a report. A focus on the online behaviour of the chosen customer segment throughout the recommendations is vital. The digital marketing mix recommendations should be justified and there should be clear synergy between the objectives recommended and the supporting digital marketing (tactical) mix.

Task 3 (a): Candidates need to consider credible information sources (such as Nielsen, Comscore, Deloitte and similar) for **ONE** customer segment in order to produce a customer persona. The focus of the persona will not just be on geo-demographic and psychographic variables, but also their online behaviour, including data such as where the segment searches for information, who influences them, what their perceived risks are as well as where, when and why the segment spends time online in order to better target them in terms of platforms, media and content.

Task 3 (b): Candidates should recommend **TWO** clear SMART digital marketing objectives for their chosen organisation that consider areas for improvement identified in the internal analysis conducted in Task 2, as well as the customer persona, developed in Task 3 (a).

Task 3 (c): Requires candidates to recommend a justified digital marketing mix of tactical activities that can be implemented to achieve the objectives from Task 3 (b). The digital marketing mix must include digital communications and needs to focus on how and why the recommendations made are relevant to the chosen customer segment, their behaviour and findings from the evaluation conducted in Task 2.

The recommended mix needs to draw from relevant theoretical concepts and evidence. The recommended mix also needs to demonstrate a creative and flexible approach as a response to the opportunities identified in relation to revenue generation and automation considered in previous tasks.