



CIM Level 6 Diploma in Professional Marketing

Mastering Metrics (2201)

July 2017

Assignment

The assignment comprises **THREE** compulsory tasks

Task 1 – 26 marks

Task 2 - 38 marks

Task 3 – 36 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

Scenario: Promotional activities

Promotional activities are often the most visible and considered the most costly elements of an organisations marketing activity. Being able to measure the benefit of the promotional element is an important part of any communications strategy, particularly when considering the use of offline media tools.

The focus of this assignment should be on the measurement of a traditional, offline, promotional activity held within the previous two years by the chosen organisation. The measurement of the activity should be developed through application of metrics and other forms of analysis, relevant to the marketing promotion undertaken. In this assessment the candidate's role is to act as a marketing specialist within their chosen organisation, who has been asked to demonstrate the performance of promotional activities and make recommendations for improvements to future activities.

Activity can range from a fully Integrated Marketing Communications campaign or a separate event such as exhibition attendance or sponsorship.

Guidance notes:

The assignment consists of three tasks. The report you write should flow as a single document. The purpose of this assignment is to be able to close the gap between marketing and sales and as a result, improve both the strategic progress and the overall effectiveness of the business. Candidates are encouraged to use differing metrics to analyse and report upon the position of their chosen organisation. It is important that you have access to the chosen organisation and to the manner in which it operates, in order to apply the marketing metrics and analyse the data retrieved.

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

Good Practice Guidelines for Assessment Production

The **recommended page count limit** for this assignment has been set by the examiners as being suitable for candidates to produce a concise, professional document that covers all of the assessment criteria covered by the brief. Submissions that exceed the recommended page count limit are likely to contain irrelevant material that can restrict the emphasis on key points relevant to the brief/task. Equally, submissions that are below the recommended page count limit are unlikely to contain sufficient detail.

TASK 1 – REPORT

Assessment criteria covered in Task 1:

AC1.1, AC1.2, AC1.3, AC1.4, AC2.1, AC2.2, AC2.3

Please refer to the module specification for assessment criteria details.

The effective measurement of any organisational promotional activity will be dependent on the structure of the organisation and how it facilitates cross functional data sharing.

Any planned promotional activity should be justified through the use of metrics prior to being authorised to ensure the best use of the marketing budget.

Produce a report which:

- (a) using the organisation summary guidelines, provide a background to your chosen organisation (5 marks)
- (b) analyse the data sharing practices used within your chosen organisation which could enable, or hinder metrics to be implemented effectively (10 marks)
- (c) describe metrics which would have provided justification for the promotional activity, prior to the activity being carried out by your chosen organisation. (11 marks)

(Total marks - 26 marks)

*(Organisation summary recommended page count limit – one side of A4 paper)
(Tasks 1 (b) to 1 (c) recommended page count limit – three sides of A4 paper)*

TASK 1 – REPORT**Recommended page count limit:****Task 1 (a) – one side of A4 paper****Tasks 1 (b) to (c) – three sides of A4 paper****Guidance
notes:****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 assessment may be included, within the recommended page count limit, to assist the examiner in understanding the organisation.

Task 1 (b): The working practices within organisations, particularly in relation to data sharing, can enable or hinder the ability to successfully implement and use metrics for marketing and across functions. The ability to implement marketing metrics within your chosen organisation, should be demonstrated through analysis of the organisation structure and culture, along with other relevant areas of the organisation, including working processes and systems which impact on the availability of relevant data to the marketing function. Understanding of key theories and concepts relating to marketing metrics and their use should be demonstrated.

Task 1 (c): To demonstrate knowledge and understanding of relevant marketing metrics the candidate should describe metrics which would have been relevant to providing insights and justification to carry out the activity before it took place.

Continued

Task 1 continued

	These should be relevant to providing justification for conducting an offline promotional activity, regardless of whether they were used or not. A range of different measurement techniques should be considered including strategic and operational metrics. Additionally, relevant areas directly related to promotion could include: promotional and media, sales funnel, customer and communication metrics.
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TASK 2 – REPORT

Assessment criteria covered in Task 2:

AC3.1, AC3.2, AC4.1, AC4.2

Please refer to the module specification for assessment criteria details.

Any promotional activity should also be measured on completion in relation to performance versus objectives set and the likely resultant effect on future promotional activity.

Prepare a report that:

- (a) evaluates the different types of marketing metrics appropriate to measure the performance of an offline promotional activity undertaken by your chosen organisation within the last two years *(14 marks)*
- (b) apply each of the selected metrics from within Task 2 (a) to measure the performance of the selected promotional activity *(14 marks)*
- (c) create a dashboard using those metrics to demonstrate the main findings and how it may be used to guide the development of future promotional activity. *(10 marks)*

(Total marks - 38 marks)

(Tasks 2 (a) to 2 (c) recommended page count limit – six sides of A4 paper)

TASK 2 – REPORT**Recommended page count limit: six sides of A4 paper****Guidance
Notes:**

Task 2 (a): The first sub task requires candidates to justify the different types of marketing metrics appropriate to measure the performance of offline promotional activity undertaken by your chosen organisation. Relevant metrics to measure the performance of the activity against expectations set prior to the activity being carried out should be included.

Metrics which candidates may consider include operational and tactical metrics relevant to promotional activities, such as awareness metrics and brand penetration metrics. Consideration should be given to return on investment and return on marketing investment. The use of a balanced scorecard with relevant areas to promotion emphasised is appropriate here.

Task 2 (b): In this second sub task candidates are asked to take each of the selected metrics from Task 2 (a) and demonstrate their use by applying them to the offline promotional activity carried out by the chosen organisation. The requirement is that actual data derived from implementation of the activity and the results obtained in relation to areas such as increased sales or take up of products/services promoted, brand awareness, market penetration and other outputs are shown through numerical analysis.

Data must be applied to demonstrate the success or otherwise of the activity, including the return on marketing investment.

Task 2 (c): For the final sub task candidates are required to construct a marketing dashboard to display the data analysed in Task 2 (b) within the dashboard. It is strongly recommended that the dashboard is completed and printed in colour. The results should be analysed and displayed on the marketing dashboard using appropriate graphical formats. It is important to consider the format and layout of the data on the marketing dashboard, and how best to present the data extracted to ensure clarity. Areas indicating potential improvement for future offline promotional activity should be clearly indicated within the dashboard content.

TASK 3 – BRIEFING PAPER

Assessment criteria covered in Task 3:

AC1.2, AC1.3, AC4.2, AC5.1, AC5.3, AC6.2

Please refer to the module specification for assessment criteria details.

Often when a combination of metrics is used, the findings of each metric can both support and contradict each other. Therefore a clear understanding of how metrics can impact upon one another, and the strengths and weaknesses of those metrics is required to ensure future decision making is robust.

Prepare a briefing paper that:

- (a) describes the risks associated with interpreting the results of using metrics incorrectly in relation to promotional activity in the future *(10 marks)*
- (b) compares the effectiveness of metrics used to measure offline promotional activity to those available to measure online promotional activity *(14 marks)*
- (c) evaluates the strengths and weaknesses of metric analysis in relation to supporting strategic decision making. *(12 marks)*

(Total – 36 marks)

(Tasks 3 (a) to 3 (c) recommended page count limit – 10 sides of A4 paper)

TASK 3 – BRIEFING PAPER**Recommended page count limit: 10 sides of A4 paper****Guidance notes:**

Task 3 (a): This sub task requires candidates to describe the risks associated with implementing metrics incorrectly. There are many dangers of incorrectly implementing metrics, these range from being less efficient than is possible in the future through to business failure. Within the context of offline promotional activity carried out by the chosen organisation the risks should be identified, these could include an over reliance on a single metric, margins of error and reliability of metrics. Illustration should be provided of how this may apply in the context of your chosen organisation.

Particular emphasis should be placed on the risks in relation to decisions which may be made to promotional activities to be carried out in future.

Task 3 (b): Candidates are required to compare the effectiveness of offline promotion metrics with those available to measure online promotion. The sources of data for online and offline marketing promotion analysis should be considered to demonstrate how they can best be used, taking into consideration the strengths and limitations of the sources available. These could include strategic, operational and activity sources covering both forward indicating predictive and historical outcome data.

A clear comparison of the effectiveness of metrics for online versus offline promotional activity is required.

Task 3 (c): For the final sub task candidates need to evaluate the strengths and weaknesses of metrics analysis in the context of their chosen organisation and its working practices, in order to demonstrate the impact of metrics on strategic decision making. Candidates are likely to consider an analysis of the data sources and any challenges presented if there is limited data within the organisation. Access to required data because of the working practices and processes in place which were analysed in Task 1 (b) should also be considered.