Module Specification:

CIM Level 3 Award in Marketing in Business (VRQ)

Marketing in Business is a 12-credit elective module which has been developed specifically for the Accredited Degree programme.

The Accredited Degree programme enables learners who are currently studying towards a marketing or business degree to also gain a professional marketing qualification. Learners are required to pass the Marketing Principles mandatory module plus the Marketing in Business module to gain the CIM Level 3 Foundation Certificate in Professional Marketing (VRQ). If studied as a standalone module, the CIM Level 3 Award in Marketing in Business (VRQ) can be achieved.

Aim of the module

This module has been designed to give learners the opportunity to demonstrate the knowledge and understanding of marketing theory already gained by demonstrating how they would apply this to a specific marketing project based on a real organisation. The module focuses on the ability to understand specific business situations that would benefit from a marketing project, to reflect on own performance and to make recommendations for future improvements. It highlights the various theoretical models that can be used to identify the need for a marketing project and provides an appreciation of the importance of reflection for future project success.

Module structure

The module comprises three units of two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of assignment. The assessment will require submission of an assignment based on a choice of mini case studies.

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

CIM Level 3 Foundation Certificate in Professional Marketing (VRQ) Qualification Specification

Please refer to the CIM Level 3 Foundation Certificate in Professional Marketing Qualification Specification for all other information relating to the CIM Level 3 Foundation Certificate in Professional Marketing including:

- CIM Professional Marketing Competencies
- The Level 3 qualification structure
- Who it's for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- Modes of study
- How it's assessed – assessment methodology
- How the assessments are delivered and when
- How it's graded
- When are results issued
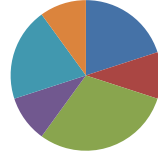- Module specifications
- What we mean by command words

Module Content: Marketing in Business

| Level 3 | Credit value: 12 | Total Qualification Time: 120 hours |
| | | Guided Learning Hours: 90 hours |

Purpose statement

This module is designed to provide understanding and reflection into a specific business situation that can be supported by a marketing project based on a mini case study. Knowledge of the business should be significant enough to permit an identification of the business issue, the supporting marketing project, including the aim/objectives/outcomes, internal and external stakeholders and, in addition, to reflect on your own potential involvement.

Assessment   **Module weighting**

Assignment based on a mini case study		LO 1 – 20% weighting
		LO 2 – 10% weighting
		LO 3 – 20% weighting
		LO 4 – 20% weighting
		LO 5 – 15% weighting
		LO 6 – 15% weighting

Overarching learning outcomes
By the end of this module learners should be able to:

Project Identification
- Understand how to utilise business analysis to identify the need for a marketing project
- Explain the impact of stakeholders in business

Project Measurement
- Understand the challenges involved in developing and implementing a successful marketing project
- Know how to measure the outcomes of marketing projects and their impact on business objectives

Reflection and Improvement
- Understand the importance of reflection in developing a project
- Understand a range of marketing tools and processes that could be implemented to improve future project activity

Unit 1: Project Identification

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
1. Understand how to utilise business analysis to identify the need for a marketing project	1.1 Use business analysis tools to identify an issue that could be supported by a marketing project	• Business analysis tools – eg, PESTEL, Competitor analysis, SWOT • Problem identification • Determination and type of business issue
	1.2 Identify an appropriate marketing project, highlighting the way the specific project will support the business	• Identification of the type of project • Potential risk assessment
2. Explain the impact of stakeholders in business	2.1 Identify key stakeholders for the business	• Stakeholder identification and mapping
	2.2 Analyse the level of involvement of stakeholders within the marketing project	• Stakeholder theory – eg, Freeman, Mendelow • Types of Stakeholder • Internal and external stakeholders

Unit 2: Project Measurement

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
3. Understand the challenges involved in developing and implementing a marketing project	3.1 Identify the types of challenge that can impact the development and implementation of a marketing project	• Organisational structure and type • Management and leadership • Communication • Resources • Marketing metrics – setting performance standards
	3.2 Discuss the challenges related to a specified project	• Risk assessment • Types of risk – operational, financial knowledge, compliance, cyber, project-based • Contingency plans
4. Know how to measure the outcomes of marketing projects and their impact on business objectives	4.1 Explain methods of measuring and monitoring marketing activities	• Marketing metrics; graphs, charts and tables, spreadsheets • The marketing dashboard • Project feedback methods
	4.2 Identify techniques to enable effective monitoring and measurement within a specified marketing project	• Objective review • Budget review • Productivity • Business impact • Corrective action planning

Unit 3: Reflection and Improvement

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
5. Understand the importance of reflection in developing a project	5.1 Identify types of reflection on personal and project performance	• Reflective practice • Communication skills – internal and external communication, verbal and written communication • Performance management – measuring performance against objectives and standards • Performance feedback methods
	5.2 Reflect on own input into a specified project and assess the impact on project outcomes	• Project selection process • Personal responsibilities • Self-evaluation of actions and input • Reflection on results
6. Understand a range of marketing tools and processes that could be implemented to improve future project activity	6.1 Identify marketing tools and processes relevant to the current project	• Marketing tools – planning, internal/external communication, budget management, performance standards
	6.2 Assess the effectiveness of a range of marketing tools to help improve future projects	• Assessing results against objectives • Methods of recording and reporting results