

CAM Diploma in Marketing Communications

Academic Session 2009 – 2010

Syllabus



UNIT 1: Marketing and Consumer Behaviour

20 credits at Level 4

Aims and Objectives

This unit aims to provide candidates with the skills and knowledge necessary in managing marketing communications and brand support activities within organisations. The unit explains the links between communications and marketing and provides knowledge of fundamental theories of consumer behaviour, and their application to marketing communications.

Assessment Methodology

Assignment

Learning Outcomes

On successful completion of this unit, students will be able to:

- Explain the role of the marketing plan and communications plan within the context of the organisation's strategy and culture
- Evaluate the marketing planning process and the links between each stage of the process
- Explain the role of marketing communications and how the tools of the communications mix can be coordinated effectively
- Develop marketing communication and brand support activities based on an understanding of the salient characteristics of the target audience
- Explain the importance of developing long term relationships with customers, channel members, agencies and other stakeholders and transfer such knowledge to the development of marketing communication activities
- Assess various methods of evaluating, measuring and controlling tools in the marketing communications mix
- Recommend suitable methods to influence the relationships an organisation has with its customers, any marketing channel partners and other stakeholders, using marketing communications

Knowledge and Skill Requirements

Element 1: Marketing Principles (25%)

- 1.1 Explain the development of marketing as an exchange process, a philosophy of business, and a managerial function, recognising the contribution of marketing as a means of creating customer value and as a form of competition:
 - An exchange process
 - A philosophy of business
 - A managerial function
 - Creating customer value
 - A form of competition
- 1.2 Explain the importance of the marketing planning process and where it fits into the corporate or organisational planning framework:
 - The role of marketing research and information

- Delivering strategies and achieving marketing objectives
- Monitoring of timeline progress against schedule
- Implementation
- Budget planning
- Measurement of successful implementation

1.3 Describe the structure of an outline marketing plan and identify its various components:

- Mission Statement and Business Plan
- Marketing Audit Situational Analysis
- Opportunities/Issue Analysis
- Objectives
- Strategy and Action Plan
- Financial Implications
- Controls

1.4 Undertake a basic internal and external marketing audit:

- Internal and External Secondary Data
- PESTEL
- SWOT Analysis

1.5 Explain the importance of objectives and the influences on, and processes for, setting objectives:

- Corporate missions
- Business objectives
- Marketing objectives
- Communications objectives
- Creative objectives

1.6 Explain the concept of market segmentation in both consumer and business-to-business markets:

- Definition
- Segmentation, targeting and positioning
- Segmentation bases
- Requisites (must be accessible, identifiable etc.)

1.7 Describe the wide range of tools and techniques available to marketers to satisfy customer requirements and compete effectively:

- Product, Price, Promotion, Place, People, Process and Physical Evidence
- Promotions: Coupons, Sampling
- Prizes (competitions, free prize draws, lotteries, games, sweepstakes)
- Premiums: Self-liquidating premiums, pack premiums, Free-mail-ins

1.8 Develop an extended marketing mix to include additional components in appropriate contextual settings:

- Product
- Price
- Place (distribution and availability)
- Promotion (communications)

- People
- Processes
- Physical evidence

1.9 Explain the concept and importance of branding to customers in relation to the following:

- For identification
- For differentiation
- As an experience
- As a symbol of lifestyle

1.10 Explain the concept and importance of branding to organisations in relation to the following:

- Building a brand
- Maintaining a brand
- To build customer loyalty
- Ethics and corporate social responsibility

1.11 Demonstrate an appreciation of the need to monitor and control marketing activities:

- Marketing Research and Information
- Primary data collection
- The importance of KPIs and marketing metrics
- Reports, presentations and dashboards

Element 2: Communication, Advertising and Media – the relationship with marketing (30%)

2.1 Define and explain the purpose of marketing communications in the following situations:

- To engage customers and stakeholders
- Launch new products
- Support brands
- Maintain market share
- Develop retention levels
- Encourage customer loyalty
- Support internal marketing within the organization
- To differentiate, remind or reassure, inform and persuade - DRIP

2.2 Identify and explain the advantages and disadvantages of using different media:

- Cost
- Credibility
- Communication effectiveness
- Control

2.3 Identify the different promotional tools available:

- Advert types
- Public relations activities

- Sales promotion techniques
- The sales force
- Other specific tools (sponsorship and others)

2.4 Explain the role of each of the promotional tools within a coordinated marketing communications mix:

- To remind
- To reassure
- To differentiate
- To persuade
- To inform

2.5 Review how the effectiveness of promotional tools can be evaluated using marketing research and appropriate criteria:

- Cost, reach, audience
- Questioning and observation/physiological tests
- Quantitative and qualitative methods
- Usability testing

2.6 Outline the key characteristics associated with push, pull and profile strategies:

- Push strategies (via distribution channel, trade promotions)
- Pull strategies (direct to customer, POS, WOM,)
- Profile strategies (build interest of stakeholders, PR)

2.7 Explain how the marketing communications mix can be applied to different situations to achieve the following:

- To engage customers and stakeholders
- Launch new products
- Support brands
- Maintain market share
- Develop retention levels
- Encourage customer loyalty
- Support internal marketing within the organisation
- To differentiate, remind or reassure, inform and persuade - DRIP

2.8 Develop a marketing communications plan using an appropriate framework and explain the principal linkages between the various elements of the plan:

- Contents of a plan
- The importance of research data
- How creative objectives are derived from communications objectives
- Resources needs (human and other)
- How plans are developed

2.9 Explain the main methods used to determine a marketing communications budget:

- Marginal analysis
- Arbitrary
- Affordable
- Objective and task
- Percentage of Sales

- Competitive parity

2.10 Discuss the main issues concerning the use of marketing communications in an international and global context:

- Media availability
- Culture
- Religion
- Education
- Literacy

2.11 Explain how marketing communications activities, media and campaigns can be evaluated:

- Questioning and observation/physiological tests
- Quantitative and qualitative methods
- Pre-testing and Post-testing
- Tracking studies
- Audience research (NRS, RAJAR, BARB, POSTAR)

2.12 Explain how marketing communications can be used to support brands in the following situations:

- Awareness building
- Interest building
- Loyalty building

2.13 Identify the different classifications of brands and explain how brand strategy can be developed:

- Line extension
- Brand stretching
- Corporate branding
- Generic
- Own-label
- Multi-branding

2.14 Explain the meaning of the terms above-, through- and below-the-line communications:

- Above-the-line
- Through-the-line
- Below-the-line

Element 3: Consumer behaviour (30%)

3.1 Demonstrate the fundamental importance of 'customers' to all forms of organisations:

- Services
- Non-profit
- Public sector
- Business-to-business
- Consumer goods

3.2 Explain the difference between consumer buyer behaviour and organisational buyer behaviour:

- Consumers buy based on more emotional factors
- Organisations buy based on more rational factors
- Organisational buyers – usually fewer, larger purchases
- Organisational buyers – often long term relationships built
- Organisational buyers – often a more risky, complex process

3.3 Explain the importance of various concepts in helping to understand purchase, usage and disposal of products and services, and how this knowledge helps develop communications strategies:

- Attitudes
- Perception
- Motivation
- Learning
- Personality
- Class
- Culture
- Sub-culture

3.4 Explain the importance of communication models in helping to understand how individuals can influence the effectiveness of marketing communications:

- General Model (Shannon)
- Learning hierarchy Model (Gagne)
- Dissonance-attribution hierarchy model
- Low-involvement hierarchy model (Krugman)
- Model of campaign objectives and effects (Rogers and Storey)
- Hierarchy of effects model (McGuire)
- Group development (Tuckman and Jensen)
- Word Of Mouth, opinion leaders and opinion formers

3.5 Describe the following concepts in decision making and how they influence marketing communications:

- Source credibility
- Involvement
- Perceived risk

3.6 Explain the Decision Making Unit (DMU) in relation to both consumers and organisations:

- Members
- Similarities
- Differences

3.7 Explain the Decision Making Process (DMP) for consumers and organisations

- Consumer (Engel, Blackwell and Miniard)
- Organisations (Robinson et al)

3.8 Explain the need for effective **internal** communications to achieve the following:

- Creating good internal relationships

- Establishing good customer relationships
- Maintaining good customer relationships

Element 4: Channel Behaviour (15%)

4.1 Identify and explain how the communications mix (including electronic) can be applied to different marketing channels and situations in order to achieve marketing objectives:

- Advertising, promotions and packaging
- Primary, secondary and tertiary industry situations
- B2C: Fast and slow-moving consumer goods
- B2B: Fast and slow-moving industrial goods
- Direct v indirect sales

4.2 Explain the role of marketing communication activities for use in the marketing channel in order to:

- Attract partners
- Motivate
- Maintain trust
- Resolve conflict
- Reinforce commitment and build satisfaction

4.3 Appraise the use of the Internet as a distribution and communication channel for the following purposes:

- Affiliate networks
- Search engines
- Social networks

4.4 Demonstrate an appreciation of the need to monitor and control marketing channel behaviour using the following tools:

- Financial and non-financial indicators
- Facings and share of shelf
- Web metrics