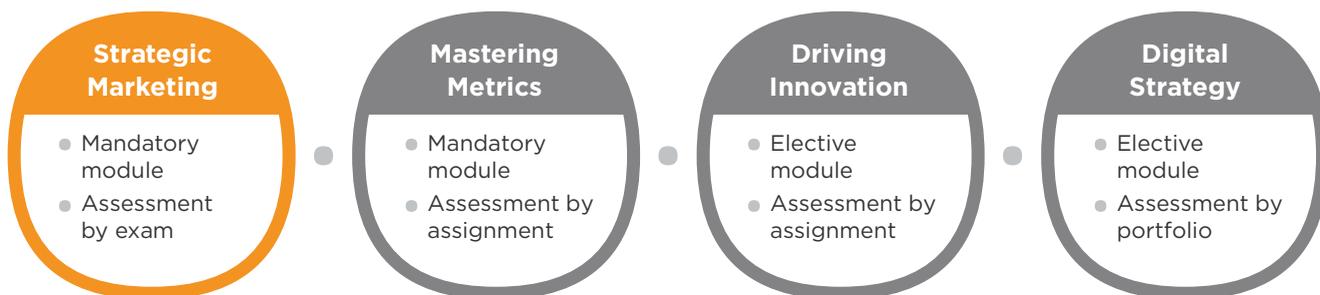


Strategic Marketing is a mandatory module which sits within the suite of Level 6 modules.



To gain the CIM Level 6 Diploma in Professional Marketing, a pass in both **mandatory** modules plus one **elective** module is required. However, each module can be taken as a standalone module to gain a module award.

PURPOSE STATEMENT

Marketers are presented with many complex choices in the context of a future that is inherently uncertain. This unit will enable you to take a strategic approach to planning to achieve sustainable advantage.

AIMS OF THE MODULE

This module is about how to take a strategic approach in marketing planning to achieve competitive advantage. It recognises the significance of situation analysis and introduces techniques for assessing the external and internal environments that enable effective decision making. The module outlines the importance of all stages within the marketing planning process, from the audit, through strategic decision making, to implementation of plans. It outlines how managing resources and employing monitoring and measurement techniques enable the achievement of strategic marketing objectives.

MODULE STRUCTURE

This 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 examination.

ASSESSMENT: EXTENDED ANSWER TEST (A THREE-HOUR EXAMINATION)

The examination will comprise a number of extended answer questions to be completed in a three-hour controlled assessment. Preparatory work will be required for this examination.

NOTIONAL LEARNING TIME

Notional learning time is the amount of time it is expected to take, on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria and includes:

- Guided learning hours.
- Practical and work-based learning.
- Assessment preparation time.
- Assessment time.

Each module will take 130-150 hours notional learning time.

ENTRY REQUIREMENTS

One or more of the following is required to gain entry onto this qualification:

- CIM Level 4 Professional Certificate in Marketing or CIM Level 4 Certificate in Professional Marketing.
- Any relevant Level 4 qualification.
- Foundation Degree in Business with Marketing.
- Bachelor's or Master's degree from a recognised university, with at least one third of credits coming from marketing content (ie 120 credits in Bachelor's degrees or 60 credits in Master's degrees).
- Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6.

If English is not your first language, you will also need to provide evidence of achieving one of the following English language qualifications within the last two years: IELTS Academic Module with overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above. CIM will consider other equivalent alternatives.

OVERARCHING LEARNING OUTCOMES

The weighting of learning outcome, as part of the overall assessment, is indicated in brackets.

By the end of this module students should be able to:

Unit 1: Situation analysis

- Understand how to analyse an organisation's current and future external environment (15%).
- Understand how to analyse an organisation's current and future internal environment (15%).

Unit 2: Planning

- Analyse relevant information to recommend and inform strategic decision making (20%).
- Develop a strategic marketing plan to realise organisational objectives (20%).

Unit 3: Implementation and control

- Manage resources to deliver the strategic marketing plan (15%).
- Monitor, measure and adapt the marketing plan for continuous improvement (15%).

