

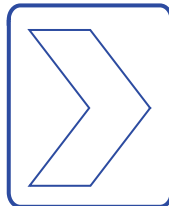
# Diploma in Marketing Communications

Syllabus and reading list  
2010 - 2011



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## 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



## Syllabus Unit 1

# Marketing and Consumer Behaviour

- 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



## Syllabus Unit 1

# Marketing and Consumer Behaviour

- 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



## Syllabus Unit 1

# Marketing and Consumer Behaviour

- 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



## Marketing and Consumer Behaviour

# Recommended support materials

### Core text

Baines, P, Fill, C and Page, K (2008) **Marketing**. Oxford, Oxford University Press. **£39.99**

### Supplementary reading

Bradley, N. (2010) **Marketing research: tools and techniques**. 2nd edition. Oxford, Oxford University Press **£36.99**

De Pelsmacker, P. et al (2010) **Marketing communications: a European perspective**. 4th edition. Harlow, Pearson. **£43.99**

Fill, C. (2009) **Marketing communications: interactivity, communities and content**. 5th edition. Harlow, Pearson. **£46.99**

Solomon, M. R. et al (2009) **Consumer behaviour. A European perspective**. 4th edition. Harlow, FT/Prentice Hall. **£44.99**

Wilson, A. (2006) **Marketing research: an integrated approach**. 2nd edition. Harlow, Pearson. **£42.99**



## Syllabus Unit 2

# Public Relations

10 credits at Level 4

### Aims and objectives

The aim of this unit is to provide candidates with an understanding of the role that public relations plays in:

- Developing, enhancing, defending and promoting an organisation's, or an individual's, reputation
- Supporting employee or internal communications
- Assisting transactions, commercial or otherwise, of an organisation

It will encourage candidates to assess the range of stakeholder relationships that public relations practitioners need to sustain and examine the various techniques available, including on and off line media, for transmitting messages.

It will also provide knowledge of the organisational and professional context in which people working full-time in public relations.

### Assessment methodology

Examination

### Learning outcomes

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

- Discuss the various definitions of public relations and the varying ways in which PR is practiced in both a consultancy and in-house context

- Demonstrate the ways in which self-regulation, legal frameworks and professional ethics apply to the practice of PR
- Analyse a range of contemporary PR techniques and evaluate a range of situations under which they should be applied
- Explain the various media channels (traditional and digital) available to a PR practitioner and be aware of how to communicate effectively with the media
- Suggest appropriate PR action in relation to specific scenarios; including the ability to define publics, provide advice on timing and costings for plans
- Illustrate the relevance of techniques for other allied disciplines, such as psychology, neuroscience, advertising, that are being adopted and applied by the modern PR practitioner

### Knowledge and skill requirements

#### Element 1: Definitions, concepts and contexts (20%)

- 1.1. Explain contemporary definitions of the following:
  - Definitions of PR: CIPR, PRCA, PRSA
  - Reputation
  - Stakeholder management and engagement
  - Propaganda and spin



## Syllabus Unit 2

# Public Relations

- 1.2. Discuss the role that public relations plays in defending and promoting an organisation's reputation:
- Commercial
  - Public sector
  - Not for profit
- 1.3. Analyse the ways in which PR interacts with other elements of the marketing mix and other corporate disciplines:
- Advertising, Direct Marketing, Sales Promotion, Marketing and Research
  - Digital communications
  - CSR
  - Public Affairs
- 1.4. Evaluate the link between PR and branding in terms of both developing and managing a brand:
- Build reputation and credibility
  - Protect brand from attack
  - Manage crises that might damage the brand
  - Reach opinion leaders and opinion formers
- 1.5. Demonstrate an understanding of how market research can assist PR:
- Market analysis
  - Benchmarking
  - Techniques for evaluating impact eg attitude shifts
- 1.6. Explain how various concepts apply to international public relations:
- Adaptation,
  - Standardisation
  - Localisation
- 1.7. Illustrate the relevance of various concepts to PR:
- Reputation
  - Influence
  - Stakeholder engagement
  - Persuasion
  - Two-way communication
  - Emotional versus rational appeals

### Element 2: Media Relations (20%)

- 2.1. Explain the media channels available:
- Print
  - Broadcast
  - Digital
- 2.2. Discuss how PR practitioners liaise and negotiate with the media in order to maximise coverage:
- Building relationships with the media
  - What to write
  - When to write
- 2.3. Prepare standard types of communication used with journalists:
- Press releases
  - Diary notes
  - Feature articles

- Opinion pieces
  - Topical comment
  - Digital based news releases
- 2.4. Review techniques used by PR practitioners to secure news and feature items:
- Sell-in
  - Social media
  - Blogs/forums
  - Interviews
  - Briefings
- 2.5. Provide an assessment of the core techniques used to prepare individuals for media appearances:
- Background media search
  - Topic assessment
  - Identification of questions
  - Development of narrative
  - Rehearsal
  - Agree tone
- 2.6. Recommend ways to measure and evaluate media relations:
- Output, Outtake (takeout), Outcome
  - Specialist agencies
  - Awareness, Attitude, Behaviour
  - ROI
  - Advanced media coverage assessment (positive/negative, page, mentions, context)
  - Benchmarking

### Element 3: Specialist Areas of PR (20%)

- 3.1. Explain the role of internal communications and employee relations in developing and maintaining positive internal stakeholder relationships leading to business performance:
- Employee engagement
  - Change management
  - Briefings
  - Presentations
  - Intranet
- 3.2. Review the context and core techniques of Financial PR:
- Analyst relations
  - Financial journalists
  - Financial results (full year and interim)
  - Mergers and Acquisitions
  - IPOs
- 3.3. Explain how PR supports Corporate Social Responsibility policies:
- Fit between CSR policy and reputation
  - Writing a CSR policy
  - External communication on CSR
  - Internal communication on CSR
- 3.4. Demonstrate a working knowledge of contemporary public affairs practice:
- Engaging stakeholders:
    - MPs
    - Civil servants
    - Shareholders



## Syllabus Unit 2

# Public Relations

- Customers
  - Clients
  - Trade associations
  - Think tanks
  - Business groups
  - Unions
  - The media
  - Lobbying
  - Issue management
  - CSR information dissemination
  - Influencing public policy
  - Building and maintaining corporate reputation
- 3.5. Illustrate how PR programmes need to be adapted for international publics:
- Adaptation,
  - Standardisation
  - Localisation
- 3.6. Show how digital techniques are influencing public relations practice:
- Web
  - Blogs
  - Forums
  - SMS/MMS
  - Twitter/Yammer
  - Social media releases
  - Digital mapping

- 3.7. Devise a corporate ID programme:
- Elements of visual identity –
  - Logo
  - Colour palettes
  - Typeface/font
  - Uniforms
  - Merchandise
  - Corporate identity guidelines

### **Element 4: Planning, Issues and Crises (20%)**

- 4.1. Prepare a plan for a communications audit:
- Objectives
  - Audiences to consider
  - Areas to explore (eg structures, quality of communications, effectiveness of messages)
  - Background research
  - Types of interview
  - Style of reporting (eg by theme, department etc)
  - Recommendations
  - Timings
  - Budget
  - Summary

- 4.2 Evaluate the need for the following types of PR activity in an organisation:
- Issues management
  - Crisis management
  - Lobbying
  - Pressure group relationship management
- 4.3 Devise PR strategies in response to the findings of a communications audit and argue the business case for such a strategy:
- Target audience
  - What we want them to do
  - Why we want them to do it
  - Message
  - Rationale
- 4.4 Set out PR campaigns which include:
- Context
  - Objectives
  - Tactics
  - Timetable
  - Budget
  - Evaluation recommendations

### **Element 5: In-house, consultancy, ethics and regulation (20%)**

- 5.1 Assess the various structures for organising in-house and consultancy teams in terms of building client relationships:
- Discipline
  - Profit centre
  - Geography
  - Fit with other roles eg marketing, corporate affairs
- 5.2 Explain the role of PR consultancies:
- Creation (for a client) of trust and understanding with:
    - Employees
    - Customers
    - Shareholders
    - Investors
    - Government
    - Local community
  - Development of PR plans and campaigns to meet client objectives



## Syllabus Unit 2

# Public Relations

- 5.3 Assess the advantages and disadvantages of different types of consultancy that can be hired in terms of their suitability for purpose:
- Freelancer/contractor
  - Seconded
  - Sector specialist
  - Independent consultancy
  - Full service (possibly part of wider group)
  - International group
- 5.4 Explain the process by which a consultancy is appointed:
- Brief
  - Long list
  - Credentials
  - Short list
  - Pitch
  - Evaluation
  - Appointment
  - Legals
  - Agree work plan and methods of evaluation
- 5.5 Review the techniques available for developing and maintaining client/consultancy relationships:
- Briefing
  - In-house surgeries
  - Peer review
  - Regular meetings
  - Less frequent strategic reviews
  - Clear roles and points of contact
  - Pro-active advice
  - Providing wider counsel
- 5.6 Evaluate the various ethical frameworks that PR practitioners draw upon:
- Professional codes (eg CIPR)
  - Legal adherence
  - Public barrister principle
  - Guardian of reputation
  - Codes of conduct (eg civil service)
- 5.7 Explain the legal and self regulatory controls within which PR operates:
- Legal (eg libel, misrepresentation)
  - Statutory bodies (PCC/OFCOM)
  - Voluntary codes
  - Professional and ethical behaviour



## Public Relations

# Recommended support materials

### Core texts

Davis, A. (2007) *Mastering public relations*. 2nd revised edition. London, Palgrave. **£17.99**

### Supplementary reading

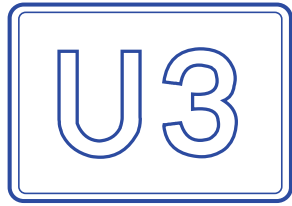
Bland, M., Theaker, A and Wragg, D. (2005) *Effective media relations: how to get results*. London, Kogan Page. **£16.99**

Foster, J. (2008) *Effective writing skills for public relations*. 4th edition. London, Kogan Page. **£17.99**

Henslowe, P. (2003) *Public relations; a practical guide to the basics*. 2nd revised edition. London, Kogan Page. **£17.99**

Phillips, D. and Young, P. (2009) *Online public relations: a practical guide to developing an online strategy in the world of social media*. 2nd revised edition. London, Kogan Page. **£19.99**

Pringle, H. (2004) *Celebrity sells*. Chichester, John Wiley & Sons. **£19.99**



## Syllabus Unit 3

# Direct Marketing and Sales Promotion

10 credits at Level 4

### Aims and objectives

This unit aims to provide candidates with an understanding of the disciplines and techniques of direct marketing and sales promotion at an operational level, including the knowledge and the skills to apply database and other digital technologies in the development of direct marketing and sales promotion campaigns within legal and regulatory constraints. The nature and scope of sales promotion is defined as including merchandising, field marketing and point of sale promotion. The role of all of these disciplines within the marketing function is explored.

### Assessment methodology

Examination

### Learning outcomes

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

- Describe the relationship of direct marketing with other marketing communications tools
- Explain the role of sales promotion, merchandising, point of sale and field marketing in the context of various sectors and in terms of consumer, trade and salesforce/employee promotions
- Develop, manage and maintain a marketing database
- Devise, implement and control appropriate direct marketing and sales promotion campaigns to meet defined objectives

- Justify and manage budgets for individual campaigns
- Apply the principles of testing and measurement and financial controls which support direct marketing and sales promotion campaigns
- Explain the ethical, legal and self-regulatory environment around the disciplines of direct marketing and sales promotion

### Knowledge and skill requirements

#### Element 1: The Role of Direct Marketing within a Marketing Context (20%)

- 1.1 Discuss the nature, structure and development of the direct marketing industry:
- Reasons for the development of direct marketing
  - Size of the industry
  - Professional bodies and Associations in the Direct Marketing Industry
- 1.2 Apply the benefits of direct marketing within diverse business contexts:
- B2C
  - B2B
  - Not for Profit
  - Services eg banking, tourism and products eg FMCG, premium brands, mobile telephones

- 1.3 Explain the relationship between direct marketing and other elements of the marketing and communications mixes:
- Product and relevance of Direct Marketing at different stages of PLC
  - Price-offers, incentives to encourage call to action
  - Place-e-distribution
  - Promotion-advertising, public relations, new media, personal selling, sales promotion
- 1.4 Identify and explain the various direct marketing media available:
- Telephone
  - Email
  - Direct mail
  - DRTV
  - Print-magazines and newspapers
  - Door to door drops
- 1.5 Use marketing research to plan, manage and control direct marketing activities more effectively:
- Descriptive v. comparative v. diagnostic role of information
  - Qualitative methods-focus groups, depth interviews, observation
  - Quantitative methods-face to face surveys, telephone interviews, online surveys, omnibus surveys
  - Concept testing
  - Profiling customers
  - Role of testing in the direct marketing process
- 1.6 Explain the challenges of direct marketing communications in international markets:
- Standardisation, adaptation, localisation
  - Culture-influence of religion, cultural norms, protocols
  - Language and symbols
  - Availability and level of technology
  - Ensuring consistency of key messages
  - Availability of media
  - Legal and regulatory constraints
- #### Element 2: The Role of Databases in Direct Marketing (15%)
- 2.1 Demonstrate an understanding of the role, application and benefits of databases in relation to direct marketing:
- Types of data-behavioural, volunteered, attributed, list brokers
  - Profiling, segmenting and targeting customers
  - Personalising communications and offers
  - Relationship building
- 2.2 Identify and explain the different stages in the setting up of a database and how to maintain databases:
- The importance of evaluating software and what is needed to ensure it works properly



### Syllabus Unit 3

# Direct Marketing and Sales Promotion

- Identifying needs of users of a database
- Processing data-formatting, validation, de-duplication

#### 2.3 Enhance data to serve the purposes of direct marketing:

- Data mining
- Data warehousing
- Data marts
- List brokers
- Lifestyle databases eg Acorn, Mosaic

#### 2.4 Evaluate the use of mailing and e-mailing lists in B2B and B2C direct marketing communications:

- Recency
- Frequency
- Accuracy
- Contact information
- Spend per transaction
- Cost
- Enquirers v. buyers

#### Element 3: The role of Sales Promotion within a marketing context (20%)

##### 3.1 Define Sales Promotion and its role in the marketing mix:

- Short term technique to initiate a defined action
- Induce trial
- Encourage brand switching
- Awareness

- Stimulating demand
- Reinforcing brand loyalty (loyalty schemes)

##### 3.2 Identify the affect of sales promotion on brands and branding:

- Price promotions can devalue the brand
- Failure of sales promotion can damage brand equity
- Sales promotions good for trial
- Not suitable for brand building if used as a one of tactic

##### 3.3 Evaluate the suitability of techniques for sales promotion in packaged goods, durables and services in retail markets:

- Coupons
- Rebates
- Loyalty schemes
- Samples
- Free products
- Premiums
- Self liquidating offers
- Competitions
- Buying allowances
- Merchandise allowances
- Trade v. consumer sales promotions

##### 3.4 Identify the key issues for consideration when designing merchandising in specific situations:

- Cost

- Legal and regulatory environment
- Selection and sourcing of merchandise
- POS
- Suitability of for brands and retail outlets

##### 3.5 Describe the relationship between organisations operating in the sales promotions market:

- Professional bodies-ASA, IPS, CAM
- Suppliers-benchmarking and evaluating in relation to sourcing of premiums and prizes
- Types of sales promotion agency
- Agency selection-short listing criteria, pitching, selection criteria

##### 3.6 Use marketing research to plan, manage and control sales promotion activities more effectively:

- Descriptive v. comparative v. diagnostic role of information
- Qualitative methods-focus groups, depth interviews, observation
- Quantitative methods-face to face surveys, telephone interviews, online surveys, omnibus surveys
- Concept testing
- Profiling customers

##### 3.7 Explain the challenges of sales promotion in international markets:

- Standardisation, adaptation, localisation

- Culture-influence of religion, cultural norms, protocols
- Language and symbols
- Availability and level of technology
- Ensuring consistency of key messages
- Availability of media
- Legal and regulatory constraints

#### Element 4: Planning Campaigns (30%)

##### 4.1 Explain the difference between marketing and direct marketing and sales promotion objectives:

- Marketing-profit, sales/revenue, market share, ethical and social responsibility
- Direct marketing-general, acquisition led, retention led, brand related
- Sales promotion-trial, short term sales, retention
- Corporate v. operational
- SMART objectives-specific, measurable, achievable, realistic, timebound

##### 4.2 Explain the role of campaign management in delivering objectives:

- Situation analysis-research and insight
- Objective setting
- Strategy formulation-what's the big idea? How to develop winning propositions, strategies for new and existing customers
- Implementing the campaign plan



### Syllabus Unit 3

# Direct Marketing and Sales Promotion

- Role of fulfilment service
  - Budgeting
  - Measurement-key tools and metrics
- 4.3 Outline the relative strengths and weaknesses of a range of media options for both direct marketing and sales promotions:
- Broadcast media-TV, radio
  - Print media-newspapers, billboards, magazines
  - Integrated media plans
  - Digital media
  - Cost
  - Availability
  - Quality of reproduction
  - Targeting
  - Lead times
- 4.4 Explain the strengths and weaknesses of creative executions in a range of media:
- Copy-headline, body copy, length
  - Images
  - Layout
  - Role of envelope and letter
  - Originality
  - Skills and techniques of persuasive writing
  - Role of design
- 4.5 Describe the nature of customer loyalty explaining the role of CRM in this process:
- Benefits of customer retention
  - Implications of lapsed customers, customer defection
  - Relationship management in B2C and B2B
  - Levels of customer loyalty
  - Role of technology in enhancing/undermining relationships and affect on retention
  - Components of loyalty schemes
- 4.6 Assess the decision to use field marketing and resources required to implement in a variety of different contexts:
- Benefits-face to face contact with targeted customer, complex and comprehensive support, variety of industry knowledge, trained staff supported by computerised reporting systems, flexible
  - Auditing
  - Sampling/demonstrating
  - Merchandising
  - Roadshows, events, experiential marketing
  - Field marketing briefs for audits, events and sampling-client information, activity, objectives, level of conversion rate, POS, frequency of visits, specific training or qualifications, timescale, call file, reporting procedures, distribution

- 4.7 Explain how budgets are set for direct marketing and sales promotion campaigns:
- Marginal analysis
  - Arbitrary
  - Affordable
  - Objective and task
  - Percentage of Sales
  - Competitive parity
- 5.3 Describe the role of self regulation in the management of direct marketing and sales promotion campaigns:
- The British Code of Advertising, Sales Promotion and Direct Marketing
  - Impact on processing of personal information
  - Corrections and suppressions
  - Withdrawal of consent
  - Sales Promotion rules that apply eg free offers and trials, prize promotions and the law, trade incentives, charity linked promotions
  - Direct Marketing rules that apply to distance selling an database practice

### Element 5: Legal Aspects, Regulation and Codes of Practice (15%)

- 5.1 Explain how legislative and regulatory environment impact on direct marketing and sales promotion:
- Overview on online legal environment
  - Social media and the law – implications of wikis, blogs, peer 2 peer communications.
  - Restrictions on the use and capture of consumer data
  - Ethics
  - Spam and privacy
- 5.2 Demonstrate an understanding of key UK legislation and European Directives for the control of marketing and the use of intellectual property:
- Data Protection Act 1998
  - Privacy and Electronic Communications Regulations 2003
  - Distance Selling Directive



## Direct Marketing and Sales Promotion

# Recommended support materials

### Core texts

Bird, D. (2007) **Commonsense, direct and digital marketing**. 5th edition. London, Kogan Page. **£24.95**

Blythe, J. (2005) **Essentials of marketing communications**. 3rd edition. Harlow, Prentice Hall. **£36.99**

### Supplementary reading

Bradley, N. (2010) **Marketing research: tools and techniques**. 2nd edition. Oxford, Oxford University Press. **£36.99**

Gay, R. (2007) **Online marketing: a customer-led approach**. Oxford, Oxford University Press. **£34.99**

Nash, E. (2000) **Direct marketing: strategy, planning and execution**. 4th edition. Maidenhead, McGraw-Hill. **£32.99**

Reichheld, F. (2001) **The loyalty effect: the hidden force behind growth and lasting values**. US, Harvard Business School Press. **£11.99**

Shimp, T. (2009) **Integrated marketing communications in advertising and promotion**. 8th edition. US, South Western. **£47.99**

Stone, M. (2008) **Successful direct marketing methods**. 8th edition. Maidenhead, McGraw-Hill. **£37.99**

Tapp, A. (2008) **Principles of direct and database marketing**. 4th edition. Harlow, Prentice Hall. **£42.99**



## Syllabus Unit 4

# Advertising

10 credits at Level 4

### Aims and objectives

This unit aims to provide candidates with knowledge and understanding of the function of advertising within the marketing mix, communications mix and society. This unit also aims to ensure that knowledge and understanding of the process of advertising, advertising planning and measuring effectiveness are in place.

### Assessment methodology

Examination

### Learning outcomes

On successful completion of this unit candidates will be able to:

- Explain the role and structure of advertising in the marketing mix, the communications mix and society
- Explain the structure of the advertising industry and be able to identify the relationships between the advertiser, advertising agencies, suppliers (eg research, production) and media owners
- Set appropriate advertising objectives, strategies and budgets
- Plan strategies for creative and media execution

- Describe the controls on advertising; social acceptability, legal controls and voluntary constraints, and be able to apply them to given advertisements
- Recommend appropriate methods for measuring the effectiveness of advertising

### Knowledge and skill requirements

#### Element 1: The Context of Advertising (30%)

- 1.1 Describe the origins of advertising and the development of the industry:
  - Print
  - Radio
  - Broadcast
  - Emergence of digital
- 1.2 Explain the role of advertising in relation to:
  - Economics
  - Society
  - Creation of demand
  - Mass communication
  - The currency of the brand



## Syllabus Unit 4

# Advertising

- 1.3 Explain the relationship between advertising and other elements of the communications mix:
- Public relations
  - Direct marketing
  - Sales promotion
  - Personal selling
  - Electronic media
- 1.4 Explain the nature of the advertising industry and the relationships between the key players:
- Client
  - Agency
  - Media
- 1.5 Describe the structure of communication agencies and suppliers; and functions of key personnel:
- Account management
  - Account planning
  - Media planning and buying
  - Creative director, copywriter and art director
  - Production and traffic
- 1.6 Assess the organisation's advertising needs and whether internal or external resources are appropriate:
- Advertising requirements
  - Internal resource
  - Variety of agencies
- 1.7 Use marketing research in:
- Advertising planning
  - Managing and measuring advertising activities
- 1.8 Explain the role of audience research in enabling the marketer and their agency(ies) to better understand consumer behaviour:
- How many are watching
  - Who is watching
  - Segmentation data
  - Frequency
  - Reach
  - Coverage
- 1.9 Explain how consumer behaviour can be influenced through the use of advertising:
- Hierarchy of effect model – 'think, feel, do'
- 1.10 Explain how international advertising marketing communications should be conducted:
- Standardisation
  - Adaptation
  - Localisation

### Element 2: Planning process and techniques (30%)

- 2.1 Assess advertising needs from corporate and marketing objectives:
- Five levels of objectives:
  - Corporate/ Business
  - Marketing
  - Marketing Communications
  - Advertising
  - Media
- 2.2 Explain the process for establishing advertising objectives:
- SMART
  - Hierarchy of effects
  - DAGMAR
  - Colley's hierarchy of objectives
  - Action oriented objectives
- 2.3 Detail the process for establishing advertising strategy:
- Generic
  - Pre-emptive
  - Unique selling proposition
  - Brand image
  - Positioning
  - Resonance
  - Affective
  - Informational
- 2.4 Define target audiences in consumer profiling terms:
- Demographic
  - Geo-demographic
  - Behavioural
  - Psychographic
- 2.5 Write an effective creative brief, and evaluate the contents of a creative proposal:
- Product/brand
  - Role of advertising
  - Target audience
  - Media
  - Single-minded proposition
  - Evaluation
- 2.6 Explain the appeals that can be used in advertising:
- Product features
  - Price
  - Fear
  - Humour
  - Sex
- 2.7 Develop positioning statements and advertising messages for products/ services based on:
- Needs of target market
  - Differentiators to competition
  - Unique benefits of products/services



## Syllabus Unit 4

# Advertising

- 2.8 Explain the way in which audiences process advertising:
- Engel et al model of consumer behaviour
  - Elaboration Likelihood Model
  - ATR model
- 2.9 Produce advertisements for a variety of media:
- Conventional media
  - Electronic media
  - Support literature
- 2.10 Develop a co-ordinated advertising campaign:
- Situation
  - Targets
  - Resources
  - Objectives
  - Strategy
  - Tactics
  - Implementation
  - Evaluations and control
- Element 3: Budgets/Controls/Measures (20%)**
- 3.1 Describe the research methods available to pre and post-test advertisements:
- Copy testing
  - Attitude research
- 3.2 Describe the research methods available to measure the effectiveness of advertising campaigns:
- Quantitative and qualitative methods
  - Focus groups
  - Interviews
  - Continuous research
  - Telephone postal surveys
  - Syndicated surveys
  - Management information system (sales)
- 3.3 Determine the optimum method of evaluation for any given campaign:
- Message v campaign
  - Relationship to objectives
- 3.4 Explain the methods used to inform and control the development of advertisements:
- RABOSTIC model
- 3.5 Explain how advertising budget levels are determined:
- Arbitrary
  - Affordable
  - Competitive parity
  - Percentage of sales
  - Objective and task

### **Element 4: Legal Aspects (20%)**

- 4.1 Explain the main areas of advertising controls:
- Marketing ethics
  - Self regulation
  - Legislation
- 4.2 Explain the need for legal and voluntary controls on advertising:
- Laws created by statute
  - Regulations are rules or requirements to be met
  - Legal, decent, honest and truthful
  - Vulnerable groups
  - Ethics
- 4.3 Describe the legislation and regulation that impinges on advertising:
- Copyright, Design and Patents Act 1988
  - Race Relations Act 1976
  - Sex Discrimination Act 1986
  - Sale of Goods Act 1979
  - Fair Trading Act 1973
  - Price Marking Order 1994
  - Tobacco Advertising and Promotions Order 2002
- 4.4 Explain the workings of:
- Advertising Standards Authority (ASA)
  - CAP (code and copy clearance service)
  - OFCOM
  - BACC and RACC



## Advertising Recommended support materials

### Core text

De Pelsmacker, P. et al (2007) *Marketing communications: a European perspective*. 4th edition. Harlow, Pearson. **£43.99**

### Supplementary reading

Geuens, M., De Pelsmacker, P. and Van Den Bergh, J. (2005) *Foundations of marketing communications: a European perspective*. Harlow, Pearson. **£38.99**

Roman, K. and Maas, J. (2005) *How to advertise – what works, what doesn't and why*. 3rd edition. London, Kogan Page. **£19.99**

Wells, W, Moriarty, S. and Burnett, J. (2008) *Advertising: principles and practice*. 8th International edition. US, Pearson. **£55.99**

Yeshin, T. (2005) *Advertising*. London, Thomson. **£40.99**



## Syllabus Unit 5 Integrated Media 10 credits at Level 4

### Aims and objectives

This unit aims to provide candidates with knowledge and understanding of the function of different media within the marketing mix and communications mix. This unit also aims to ensure that knowledge and understanding of the process of media selection, planning and measuring effectiveness are in place.

### Assessment methodology

Assignment

### Learning outcomes

Candidates will be able to:

- Explain the role of different media in the marketing mix and the communications mix
- Assess the dynamics of the media industry in the context of buying and using media space for advertising
- Set appropriate objectives and strategies for different media
- Present an overview of media available and their characteristics, including electronic media, and methods of planning and selection
- Select appropriate methods for measuring the effectiveness of communications media

### Knowledge and skill requirements

#### Element 1: Integrated Media (30%)

- 1.1 Explain Integrated Marketing Communications (IMC) and its role in the achievement of communication and marketing objectives:
  - Identify the importance of synergy and harmonization across and within the range of communication tools
  - Describe the importance of an IMC, and its associated benefits include clear, concise communication that will aid:
    - The brand
    - The customer
    - The company
- 1.2 Define media as distinct from the other tools of marketing communications:
  - Media is the vehicle for achieving advertising objectives and strategies, which in turn means that marketing objectives can be met in the first instance
  - Media should help to position brands, define reachable segments and communicate brand values efficiently and consistently



## Syllabus Unit 5

# Integrated Media

- 1.3 Define the objectives various media can realistically achieve:
- Reach
  - Frequency
  - Weight
  - Cost
  - Continuity
  - Aid the achievement of advertising's objectives:
    - Encouraging progression through certain hierarchies of effect
    - AIDA
    - ATR
    - "think-feel-do"
    - "feel-think-do"
- 1.4 Identify and explain the advantages and disadvantages of each medium in various terms:
- Cost
  - Credibility
  - Communication effectiveness
  - Control
- 1.5 Explain the need to co-ordinate media in order to maximize the potential effect of media tools:
- Explore how each media format has its own advantages and disadvantages
- 1.6 Evaluate different media options particularly with reference to new over traditional media:
- Advantages and disadvantages of –
    - TV
    - Radio
    - Cinema
    - Outdoor
    - Print
    - Electronic
- 1.7 Write an integrated media plan:
- Online marketing communications
  - Offline marketing communications
  - Fulfillment
  - Control
- 1.8 Explain how international media marketing communications should be conducted:
- Globalisation
  - Regionalisation
  - Centralisation
- Illustrate how pulling together different forms of media in a coordinate and planned way, will facilitate the delivery of the message to the intended audience

- 1.9 Describe the role of media planning and media buying agencies:
- Plan and schedule where advertisements are placed
  - Delivery of creative and cost-effective media strategies
  - Negotiation with media owners
  - Buying of media
  - Liaison with other agencies
  - Liaison with client
- 1.10 Describe the structure of media planning and media buying agencies:
- Planners
  - Buyers
  - Analysts
  - Specialists
- Element 2: Planning process and techniques (30%)**
- 2.1 Assess the strengths and weaknesses of various media in meeting corporate, marketing and marketing communications objectives:
- TV
  - Radio
  - Cinema
  - Outdoor
  - Print
  - Electronic
- 2.2 Explain the key concepts impacting on media planning:
- In-house versus external
  - Cost
  - Control
  - Timing/scheduling
  - Effectiveness
- 2.3 Explain the process for establishing media objectives:
- Follow on from clear marketing and then advertising objectives
  - Consider target audience(s)
  - Communications objectives
  - Reach and frequency and GRP's
- 2.4 Detail the process for establishing media strategy:
- Consideration of target audience
  - Consideration of the brand
  - When to advertise (media schedules)
  - What media categories to use
  - Key performance indicators – eg Share of Voice
- 2.5 Describe target audiences such that they are meaningful for the organisation and practical for media planning purposes:
- Demographics
  - Psychographics
  - Media usage



## Syllabus Unit 5

# Integrated Media

2.6 Contribute to the development of positioning statements and advertising messages:

- Role of media in communicating clear messages to consumers about the brand and its' position in its marketplace relative to its competitors
- How media acts as the vehicle to communicate messages to consumers
- How the form of media used can be the message itself

2.7 Identify and explain the different processes and time frames for producing advertisements:

- Conventional media
- Electronic media
- Support literature

2.8 Structure a media plan:

- Scheduling alternatives (continuity, flight, pulse etc)

### Element 3: Media Buying (30%)

3.1 Explain the attributes and costs of media sufficient to make inter-media decisions:

- GRP's
- CPP
- Added value
- Suitability for the target audience and the brand
- The 4 C's – Cost, Credibility, Communication Effectiveness and Control

3.2 Describe the sources of media research:

- BARB
- NRS
- RAJAR
- CAVIAR
- POSTAR

3.3 Explain how different media and channels are purchased:

- B2C
- TV
- Radio
- Cinema
- Outdoor
- Print
- Electronic
- B2B
- TV
- Radio
- Cinema
- Outdoor
- Print
- Electronic

3.4 Understanding of various media concepts:

- Reach
- Frequency and weight
- Cost
- Continuity

- DRIP
- PULSE

3.5 Explain the different requirements for broadcast and non-broadcast media:

- Coverage
- Message life
- Formats – sight, sound, movement
- Costs
- Impact
- Involvement of audience
- Transportability
- Prestige
- Targeting ability
- Information content
- Measurement
- Security
- User set-up costs

### Element 4: Budgets/Controls/Measures (10%)

4.1 Describe the research methods available to pre and post-test and measure the effectiveness of different media campaigns:

- Surveys
- Feedback (websites, coupons)
- Observations
- Tracking (eg online adverts, click-through rates)

- RAJAR
- POSTAR
- CAVIAR
- BARB
- NRS/ABC

4.2 Determine the optimum method of evaluation for any given campaign:

- Brand awareness
- Recall
- Comprehension
- Action
- Sales
- Attitude change
- Changes in consumer repertoires
- Share of voice and share of market

4.3 Explain how budget levels for use of different media are determined and managed:

- Objective and task
- Competitive parity
- Advertising to sales ratio
- Affordable



## Integrated Media

# Recommended support materials

### Core text

Wells, W, Moriaty, S. and Burnett, J. (2008) ***Advertising: principles and practice***. 8th International edition. US, Pearson. **£55.99**

### Supplementary reading

Clow, K. and Baack, D. (2009) ***Integrating advertising, promotion and marketing communications***. 4th edition. Harlow, Pearson. **£48.99**

De Pelsmacker, P. et al (2007) ***Marketing communications: a European perspective***. 3rd edition. Harlow, Pearson. **£43.99**

Fill, C. (2009) ***Marketing communications: interactivity, communities and content***. 5th edition. Harlow, Pearson. **£46.99**

O'Shaughnessy, H and O'Shaughnessy, J. (2003) ***Persuasion in advertising***. Routledge. **£29.99** – Print on Demand

Pickton, D and Broderick, A. (2004) ***Integrated marketing communications***. 2nd edition. Harlow, Prentice Hall. **£44.99** New edition due in February 2011

Shimp, T. (2009) ***Integrated marketing communications in advertising and promotion***. 8th edition. US, South Western. **£47.99**

Smith, P. and Taylor, J. (2004) ***Marketing communications: an integrated approach***. 4th edition. London, Kogan Page. **£35.00**

# CAM qualification structure

## Diploma in Marketing Communications

Marketing and Consumer Behaviour (Double Unit)

Public Relations

Advertising

Integrated Media

Direct Marketing and Sales Promotion

## Diploma in Digital Marketing

Digital Marketing Essentials

Digital Marketing Planning

Marketing and Consumer Behaviour (Double Unit)

## Diploma in Managing Digital Media

Integrating Digital Media and Branding

Implementing Digital Campaigns

Advertising

Public Relations



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