

## Module Specification:

### Marketing Principles

Marketing Principles is a nine-credit mandatory module which sits within the suite of Level 3 modules.



To gain the CIM Level 3 Foundation Certificate in Marketing a pass in the mandatory module plus **ONE** elective module is required. However, each module can be taken as a standalone module to gain a module award.

### Aim of the module

This module provides an understanding of the key concepts and terminology used in marketing. It provides the knowledge and understanding of the role and function of marketing within organisations, and explores the factors that influence consumer behaviour. It identifies key components of the marketing environment and enables an appreciation of how to collect and utilise relevant information about the marketing environment. It outlines the concepts and elements which make up the marketing mix and how these are applied in context.

### Module structure

The module comprises three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. The examination will comprise multiple-choice questions to be completed in a controlled assessment.

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

# CIM Level 3 Foundation Certificate in Marketing Qualification Specification

Please refer to the 'CIM Level 3 Foundation Certificate in Marketing Qualification Specification' for all other information relating to the CIM Level 3 Foundation Certificate in 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 grade
- When results are issued
- Module specifications
- What we mean by command words

## Module Title: Marketing Principles (mandatory)

Level 3	Credit Value: 9	Total Qualification Time: 120 hours
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### Purpose statement

This module provides an understanding of the key concepts and terminology of marketing and how it fits within the organisation. It introduces the principles of consumer behaviour and the marketing environment. It identifies the elements of the marketing mix and how the mix is used to meet customer requirements.

### Assessment

Multiple-Choice Question Examination (controlled assessment)

### Module Weighting



LO 1 – 15% weighting  
 LO 2 – 15% weighting  
 LO 3 – 20% weighting  
 LO 4 – 15% weighting  
 LO 5 – 20% weighting  
 LO 6 – 15% weighting

### Overarching learning outcomes

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

#### Discovering Marketing

- Describe the role and function of marketing within organisations
- Explain the factors that influence consumer behaviour

#### The Marketing Environment

- Identify the key components of the marketing environment
- Know how to collect relevant information about the marketing environment

#### The Marketing Mix

- Describe the concept and elements of the marketing mix
- Know how the marketing mix is applied in different contextual settings

## Unit 1: Discovering Marketing

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative content</b>
1. Describe the role and function of marketing within organisations	1.1 Define marketing as an exchange process	<ul style="list-style-type: none"> <li>• Management process</li> <li>• Identifying, anticipating and satisfying customer requirements</li> <li>• Exchanges between the organisation, its customers and suppliers</li> </ul>
	1.2 Explain the role of marketing in achieving customer satisfaction	<ul style="list-style-type: none"> <li>• Understanding customer expectations</li> <li>• Making customer satisfaction a business objective</li> <li>• Ensuring organisation practices to secure customer retention</li> </ul>
	1.3 Explore the importance of marketing as a cross-functional activity within the organisation	<ul style="list-style-type: none"> <li>• Internal service provision</li> <li>• Link between organisation and the customer through multiple contact points</li> <li>• Link between marketing and other functions for information sharing and other activities</li> </ul>
	1.4 Analyse the role of marketing for internal and external marketing	<ul style="list-style-type: none"> <li>• Internal and external customers, their needs and wants</li> <li>• Development and delivery of communication activity</li> <li>• Providing support to customers and the supply chain</li> <li>• Providing information internally</li> </ul>
2. Explain the factors that influence consumer behaviour	2.1 Compare and contrast customer needs and wants	<ul style="list-style-type: none"> <li>• Functional benefits</li> <li>• Emotional benefits</li> <li>• Physiological needs</li> <li>• Social and cultural forces</li> <li>• Luxury or necessity</li> </ul>
	2.2 Outline the consumer buying process	<ul style="list-style-type: none"> <li>• Need recognition</li> <li>• Information search and processing</li> </ul>

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative content</b>
		<ul style="list-style-type: none"> <li>• Identification and evaluation of alternatives</li> <li>• Purchase decision</li> <li>• Post-purchase evaluation</li> <li>• Consideration of examples from a range of products and services</li> </ul>
	2.3 Identify the influences on the consumer decision making process	<ul style="list-style-type: none"> <li>• Social – social groups, virtual groups, family</li> <li>• Cultural – subcultures, ethnicity, country of origin</li> <li>• Personal influences - personal values, ethics</li> <li>• People and personalities who influence decisions</li> </ul>
	2.4 Describe the differences between consumer and business buyer behaviour	<ul style="list-style-type: none"> <li>• Emotional versus rational behaviour</li> <li>• Purchase size and value</li> <li>• Decision making units</li> <li>• Relationship status between organisation and buyers</li> <li>• Marketing communication inputs</li> <li>• Organisational decision-making process</li> </ul>

## Unit 2: The Marketing Environment

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative content</b>
3. Identify the key components of the marketing environment	3.1 State the elements of the macro environment	<ul style="list-style-type: none"> <li>• Political – governments and policies</li> <li>• Economic – national economic activity, taxation</li> <li>• Social – cultural, lifestyle changes</li> <li>• Technological – digital communications, production and service technology</li> <li>• Environmental – sustainability</li> <li>• Legal – laws affecting organisations</li> </ul>
	3.2 State the elements of the micro environment	<ul style="list-style-type: none"> <li>• Customers</li> <li>• Competitors</li> <li>• Suppliers</li> <li>• Intermediaries</li> <li>• Public</li> </ul>
	3.3 State the elements of the internal environment	<ul style="list-style-type: none"> <li>• Resources – financial and non-financial</li> <li>• Skills/people</li> <li>• Equipment</li> <li>• Systems/processes</li> <li>• Internal elements enabling or restricting successful marketing</li> </ul>
	3.4 Explain the importance of understanding the marketing environment	<ul style="list-style-type: none"> <li>• Basis for making decisions</li> <li>• Knowledge of situation and changes</li> <li>• How knowledge of the marketing environment can aid assessing strengths, weaknesses, opportunities and threats</li> </ul>

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative content</b>
4. Know how to collect relevant information about the marketing environment	4.1 Describe sources of data	<ul style="list-style-type: none"> <li>• Differentiate between secondary and primary data</li> <li>• Identify secondary data sources:               <ul style="list-style-type: none"> <li>○ Relevant journals and trade publications</li> <li>○ Websites</li> <li>○ Market research reports</li> <li>○ Internal data</li> <li>○ Government data/statistics</li> </ul> </li> </ul>
	4.2 Outline methods used for quantitative research	<ul style="list-style-type: none"> <li>• Closed question surveys:               <ul style="list-style-type: none"> <li>○ Face-to-face</li> <li>○ Telephone and mobile/smartphone</li> <li>○ Postal</li> <li>○ Online</li> <li>○ Omnibus</li> </ul> </li> </ul>
	4.3 Outline methods used for qualitative research	<ul style="list-style-type: none"> <li>• Individual depth interviews</li> <li>• Panels</li> <li>• Group discussions</li> <li>• Internet based:               <ul style="list-style-type: none"> <li>○ Online group discussions</li> <li>○ Chat rooms</li> <li>○ Social media research</li> </ul> </li> </ul>
	4.4 Comment on the reliability of data	<ul style="list-style-type: none"> <li>• Source accuracy and bias</li> <li>• Validity</li> <li>• Timeliness</li> </ul>

## Unit 3: Marketing Mix

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative content</b>
5. Describe the concept and elements of the marketing mix	5.1 Outline the elements of the 4Ps marketing mix	<ul style="list-style-type: none"> <li>• Product – goods and services delivering value</li> <li>• Price – influence on demand and competition</li> <li>• Promotion – communication with customers and markets</li> <li>• Place – route to market and physical location</li> </ul>
	5.2 Outline the elements of the extended marketing mix (7Ps)	<ul style="list-style-type: none"> <li>• People – role in satisfying customers</li> <li>• Process – influence on effective delivery</li> <li>• Physical evidence – tangible elements of delivery</li> </ul>
	5.3 Identify the benefits of a co-ordinated marketing mix	<ul style="list-style-type: none"> <li>• Synergy – building together components to produce a larger benefit</li> <li>• Corporate focus – full understanding about the organization and products offered</li> <li>• Budget economies – multiple touch points to produce greater effect</li> <li>• Clear brand image</li> <li>• Competitive advantage</li> </ul>
	5.4 Examine how the marketing mix is used for meeting customer needs and wants	<ul style="list-style-type: none"> <li>• Adaption of the mix to suit different customer requirements</li> <li>• Emphasis of appropriate elements</li> </ul>



<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative content</b>
6. Know how the marketing mix is applied in different contextual settings	6.1 Summarise the main marketing mix elements for Fast Moving Consumer Goods (FMCG) products	<ul style="list-style-type: none"> <li>• Non-durable product</li> <li>• Price and place importance</li> <li>• Mass promotion</li> <li>• Customer as consumer</li> </ul>
	6.2 Summarise the main marketing mix elements for business to business (B2B) contexts	<ul style="list-style-type: none"> <li>• Price and negotiation</li> <li>• Personal selling and trade promotion</li> <li>• Relationships and service</li> </ul>
	6.3 State the marketing mix requirements in the not- for-profit sector	<ul style="list-style-type: none"> <li>• Ideas and services rather than products</li> <li>• Direct channel – dealing directly with customers/supporters</li> <li>• Opportunity cost rather than price</li> <li>• Emphasis on public relations</li> </ul>
	6.4 Summarise the main marketing mix elements for services	<ul style="list-style-type: none"> <li>• Extended marketing mix</li> <li>• Service quality</li> </ul>



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