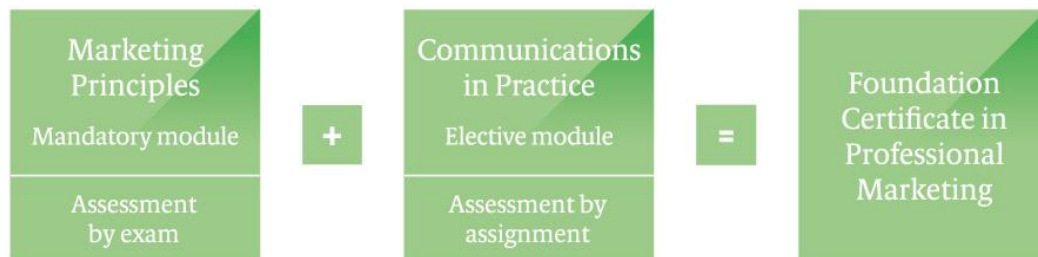


Module Specification:

CIM Level 3 Award in Communications in Practice (VRQ)

Communications in Practice is a 12-credit elective module which sits within the suite of Level 3 modules.



To gain the CIM Level 3 Foundation Certificate in Professional Marketing, a pass in Marketing Principles and Communications in Practice is required.

If studied as a standalone module, the CIM Level 3 Award in Communications in Practice (VRQ) can be achieved.

Aim of the module

This module provides an understanding of how communications can be used in practice to engage with customers. On completion of the module, you will have an appreciation of the different customers that an organisation may have and how those customers make buying decisions. You will also have an understanding of the purpose of marketing communications and a knowledge of the range of communications tools available.

Finally, you will know how to prepare an outline customer communications plan and how to measure the plan's effectiveness.

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 assignment. The assessment will require submission of an assignment based on a short case study.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Communications in Practice 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 is for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- Modes of study
- How it is assessed – assessment methodology
- How the assessments are delivered and when
- How it is graded
- When results are issued
- Module specifications
- What we mean by command words

Module Content: Communications in Practice (elective)

Level 3	Credit Value: 12	Total Qualification Time: 120 hours Guided learning hours: 90 hours
---------	------------------	--

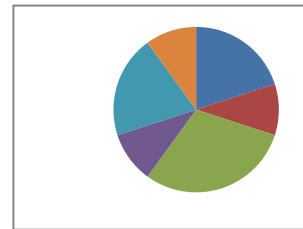
Purpose statement

This module provides an understanding and application of marketing communications concepts. It covers three units: the first relates to understanding customer segmentation concepts and decision-making theories; the second unit is about the knowledge of communications concepts and effective communications tools; and the final unit is about the development and evaluation of an effective customer communications plan.

Assessment

Organisation based assignment

Module weighting



LO 1 – 15% weighting
 LO 2 – 15% weighting
 LO 3 – 15% weighting
 LO 4 – 20% weighting
 LO 5 – 25% weighting
 LO 6 – 10% weighting

Overarching learning outcomes

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

Who are our Customers?

- Identify different types of customer
- Understand how customers make buying decisions

Communicating with our Customers

- Outline the purpose of customer communications
- Understand the range of communications tools available to engage with customers

Creating a Customer Communications Plan

- Outline the structure and content of a customer communications plan
- Know how the effectiveness of the communications plan can be measured and evaluated

Unit 1: Who are our Customers?

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
1. Identify different types of customer	1.1 Define the meaning of 'customers' in different contexts	<ul style="list-style-type: none"> • Defining different types of customer • Customers, consumers, buyers, donors, prospects, internal customers • Customer buying contexts including B2C, B2B, Not-for Profit (NFP)
	1.2 Describe the purpose and methods of segmenting customers	<ul style="list-style-type: none"> • Benefits of segmentation for customers • Benefits of segmentation for organisations • Segmentation bases for consumer and organisational markets • Approaches for targeting customers
2. Understand how customers make buying decisions	2.1 Explain the customer decision-making process	<ul style="list-style-type: none"> • Stages in the customer's decision-making process • Decision-making units (DMUs) • Customer decision-making in different contexts including B2B, B2C, NFP
	2.2 Examine the influences on customer decision-making	<ul style="list-style-type: none"> • Influences on individual decision-making • Influences on organisational decision-making • Online and offline influences on decision-making • Customer loyalty • Changing customer values – shift stakeholder chain

Unit 2: Communicating with our Customers

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
3. Outline the purpose of customer communications	3.1 Describe the process of customer communications	<ul style="list-style-type: none"> • Models of customer communications • Process stages • Internal and external communications
	3.2 Examine the factors involved in developing effective customer communications	<ul style="list-style-type: none"> • Objectives of the communication • Customer profiles and preferences • Customer journey • Internal and external influences on the organisation • purpose beyond your products and services
4. Understand the range of communications tools available to engage with customers	4.1 Outline the range of customer communications tools available	<ul style="list-style-type: none"> • Customer communications mix • Mass communications tools • Online and offline communications tools
	4.2 Explain the advantages and disadvantages of different customer communications tools	<ul style="list-style-type: none"> • Above and below-the-line approaches • Online and offline tools • Efficiency, ethics, sustainability, trackability, use of data, building customer lifetime value

Unit 3: Creating a Customer Communications Plan

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
5. Outline the structure and content of a customer communications plan	5.1 Identify suitable objectives for a customer communications plan	<ul style="list-style-type: none"> • Importance of objectives in communications planning • Relate to communications process stages • Link to wider marketing objectives
	5.2 Develop a clear message for the customer communications plan	<ul style="list-style-type: none"> • Message content and appeals • Articulate message • Consistency • Fit with customer and organisation • Fit with societal issues and influences
	5.3 Support the development of an appropriate customer communication mix for the plan	<ul style="list-style-type: none"> • Fit with target audience characteristics • Fit with communications objectives • Available budget <ul style="list-style-type: none"> • Selecting a suitable sustainable and ethical communications mix • Use of offline and online channels
6. Know how the effectiveness of the communications plan can be measured and evaluated	6.1 Explain the importance of measuring and evaluating the customer communications plan	<ul style="list-style-type: none"> • Establish methods of measuring effectiveness • Link measures to objectives • Cost of communications versus campaign/plan deliverables
	6.2 Describe the tools for measuring the effectiveness of the customer communications plan	<ul style="list-style-type: none"> • Relevant metrics for different channels • Online and offline measurement • Financial and non-financial measures eg brand awareness and sustainability



CIM

Chartered Institute of Marketing
Moor Hall
Cookham
Maidenhead
Berkshire
SL6 9QH
UK
Telephone: 01628 427500
www.cim.co.uk