

CFAM2.1.2

Develop a marketing oriented organisation



Overview

This unit is about instilling a culture of marketing within an organisation, where decisions are based around putting the customer first and ensuring that an organisation's strategy and policies are centred upon its customers. It includes ensuring that an organisation's vision, values, processes and systems are all driven by and geared to the desired image for the organisation and to the needs of its customers. In this unit, 'customer' refers to both internal and external customers. For the purpose of this unit, 'organisation' can mean a self-contained entity such as a private sector company, a charity or a local authority, or a significant operating unit, with a relative degree of autonomy, within a larger organisation.

This unit is recommended for senior marketers. Such marketers might be employed directly by the organisation, or work for an agency/consultancy.

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Performance criteria

- You must be able to:*
- P1 establish a shared vision and understanding of how staff in the organisation will work with customers
 - P2 ensure that the overall marketing goals of the organisation are directed towards increasing the return upon its investment, market share and to putting the customer first
 - P3 establish a set of marketing-based values and beliefs which develop suitable skills, behaviours and attitudes , and promote an environment that puts the customer first
 - P4 ensure that customer-focused processes and systems exist throughout the organisation
 - P5 ensure that schemes are in place which maintain staff loyalty and commitment to providing a level of service that is designed to meet customers' expectations
 - P6 establish partnerships, where appropriate, with other organisations to maintain and improve services to customers
 - P7 ensure that joint activities are undertaken with the organisation's various business functions to identify and make improvements to the level of customer service provided by the organisation
 - P8 measure, periodically, the level of customer service provided by the organisation

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the principles of effective marketing
- K2 the factors that make customers satisfied
- K3 the importance of achieving customer satisfaction
- K4 the importance of aligning all business functions towards considering customer needs when planning and making business decisions
- K5 how to measure the level of customer service being provided
- K6 the benefits of forming partnerships to maintain and improve marketing and the resulting customer service
- K7 best practices in customer service outside your own sector
- K8 techniques and reward strategies for motivating staff

You need to know and understand:

Industry/sector specific knowledge and understanding

- K9 current and emerging trends that are likely to affect the organisation's products and/or services
- K10 developments in technology relevant to a marketing focused organisation
- K11 where to make effective strategic partnerships relevant to creating a marketing focused organisation
- K12 the legal and regulatory framework within which you work, including customer and consumer rights, relevant codes of practice and ethics

You need to know and understand:

Context specific knowledge and understanding

- K13 the organisation's products and/or services and the market in which it operates
- K14 the overall vision, objectives and associated plans of the organisation
- K15 the organisation's principal, actual and potential customers, and their relevant needs and expectations relating to the organisation's products/services
- K16 the strengths and weaknesses of the organisation in terms of satisfying customers
- K17 how a change in the organisation's market, structure, products or services will affect its customers
- K18 the activities and services of the organisation's competitors or similar organisations, and how this may affect the organisation's products, services and processes

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Additional Information

Behaviours

1. You seek to constantly improve performance
2. You find practical ways to overcome barriers
3. You show a clear understanding of different customers and their needs
4. You give people opportunities to provide feedback and you respond appropriately
5. You develop systems to gather and manage information and knowledge effectively, efficiently and ethically
6. You articulate a vision that generates excitement, enthusiasm and commitment
7. You model behaviour which shows respect, helpfulness and co-operation
8. You advocate customers' interest within the organisation

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