

CFAM2.1.3

Demonstrate the value of marketing to the organisation



Overview

This unit is about demonstrating the commercial importance of marketing to an organisation's success, both in the long term and also for the short / medium term. It includes demonstrating the value of marketing analysis in leading an organisation to develop a strategy which focuses resources upon appropriate customers, with a clear positioning message and products/services addressing the specific requirements identified.

For the purpose of this unit, an '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 middle and senior managers within marketing/marketing communications. Such managers 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 promote the marketing concept as the basis for all objectives and decisions made by the organisation, with all business functions having responsibility for ensuring effective marketing
 - P2 ensure that the overall marketing goals of an organisation are directed towards increasing the return upon its investment, market share and, where relevant, sales
 - P3 use market analyses to inform the development of a marketing strategy that takes account of market trends and competitor activity, and aims to satisfy target customers
 - P4 use marketing analysis to identify a clear positioning message that offers a competitive edge to the organisation's products/services
 - P5 demonstrate how an effective marketing strategy allows an organisation to make efficient use of its resources through focusing upon those target markets and customers most responsive to its products/services
 - P6 demonstrate how the organisation can benefit from addressing the specific requirements of the right target markets
 - P7 demonstrate how new products/services allow the organisation to satisfy customers' changing needs, and how this generates return upon investment
 - P8 demonstrate how marketing strategies and plans help to develop and maintain positive relationships with the organisation's intermediaries and customers, and the resultant benefits in terms of customer loyalty and competitive advantage
 - P9 demonstrate the financial return to the organisation resulting from the effective targeting of the right customers

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of effective marketing towards achieving an organisation's aims
- K2 potential barriers to promoting the value of marketing within an organisation, the reasons for these, and methods for overcoming them
- K3 the importance of long and medium-term planning to the success of an organisation
- K4 the principles of strategic management and business planning
- K5 the importance of corporate social responsibility and how to reflect this within an organisation's marketing strategy
- K6 how to develop strategic objectives
- K7 the importance of consulting with colleagues and other stakeholders in promoting the value of marketing and how to do this effectively
- K8 how to develop measures and methods for monitoring and evaluating the performance of marketing, and the return achieved upon investment made

You need to know and understand:

Industry/sector specific knowledge and understanding

- K9 legal, regulatory and ethical requirements in the organisation's sector
- K10 market developments in the organisation's sector

You need to know and understand:

Context specific knowledge and understanding

- K11 the overall vision, objectives and associated plans of the organisation
- K12 the market in which the organisation works
- K13 the organisation's actual and potential customer base
- K14 the needs and expectations of the organisation's actual and potential customers
- K15 the organisation's actual and potential competitors and partners, and the key features of their strategies and plans
- K16 new and available market opportunities
- K17 the organisation's ability to respond to market opportunities
- K18 the organisation's aims towards enhancing corporate social responsibility, in relation to its marketing strategy
- K19 colleagues and other key stakeholders, and their needs and expectations
- K20 processes for consultation within the organisation
- K21 source of information that can aid monitoring and evaluation

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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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