

## CFAM4.1.2

# Develop a marketing communications strategy and plans for products/services



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### Overview

This is about developing an integrated marketing communications strategy and plans for an organisation's products/services. It includes:

1. establishing the aims and objectives for the marketing communications strategy,
2. selecting the appropriate communications mix,
3. developing and recommending the strategy,
4. establishing an agreed budget

For the purposes 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 first line/middle marketing managers. Such marketers might be employed directly by the organisation, or work for an agency/consultancy in developing marketing communications strategies and plans for clients.

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#### Performance criteria

- You must be able to:*
- P1 identify and prioritise the objectives to be achieved by the marketing communications strategy, ensuring that these are in line with the marketing strategy for the relevant products/services
  - P2 identify and prioritise the market segments at which the marketing communications strategy is to be targeted
  - P3 evaluate the communications and promotional mix options, and identify, justify and agree the appropriate strategy for the products/services
  - P4 seek specialist advice upon the appropriate options where necessary
  - P5 develop and agree a marketing communications plan and budget for the achievement of the strategy, setting out clear performance measures and timescales for their achievement
  - P6 identify the resources and capabilities required to deliver the agreed strategy, and establish whether these are available in-house, or whether external services are required
  - P7 recommend and agree a marketing communications strategy, setting out a clear and justified rationale for the options selected
  - P8 communicate the agreed strategy and plan, and gain commitment to their achievement from the organisation's relevant stakeholders

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#### Knowledge and understanding

*You need to know and understand:*

##### **General knowledge and understanding**

- K1 the importance of marketing communications and its role within the overall marketing mix
- K2 the importance of identifying the different parties with which an organisation has to communicate, including its consumers, intermediaries and other various publics
- K3 the principal areas of marketing communications and their roles, including advertising, direct marketing, personal selling, public relations and sales promotion
- K4 the different tools used within the principal areas of marketing communications and their relative strengths and weaknesses
- K5 the processes and advantages of integrated marketing communications
- K6 factors that need to be considered when designing a marketing communications strategy
- K7 the implications of mass and segmented marketing for marketing communications
- K8 the topics to be covered within a marketing communications strategy and plan
- K9 how to develop strategic objectives, actions and accountabilities, and associated budgets
- K10 the components of an effective budget and how to prepare these
- K11 how to identify potential risks in relation to achievement of the objectives
- K12 the importance of setting out clear performance measures for a marketing communications strategy which demonstrate a financial return for the organisation
- K13 the importance of consulting with colleagues and other stakeholders during the development of the strategy and plan, and how to do this effectively
- K14 public and ethical issues associated with marketing communications

*You need to know and understand:*

##### **Industry/sector specific knowledge and understanding**

- K15 legal, regulatory and ethical requirements in the organisation's sector
- K16 market developments in the organisation's sector

*You need to know and understand:*

##### **Context specific knowledge and understanding**

- K17 the market in which the organisation works
- K18 the organisation's communications objectives, arising from the overall marketing strategy
- K19 the needs and expectations of the organisation's actual and potential customers, and the organisation's desired response from its marketing communications strategy

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- K20 the organisation's actual and potential competitors and partners, and the key features of their marketing communications strategies and plans
- K21 the organisation's capabilities, resources and capacity to support a marketing communications plan
- K22 the organisation's ability to respond to market opportunities
- K23 the extent of any existing marketing communications activities by the organisation
- K24 colleagues and other key stakeholders, and their needs and expectations
- K25 processes for consultation within the organisation
- K26 source of information that can aid monitoring and evaluation

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#### Additional Information

##### Behaviours

1. You anticipate likely future scenarios based upon a realistic analysis of trends and developments
2. You present ideas and arguments clearly, concisely and convincingly
3. You articulate the assumptions made and risks involved in understanding a situation
4. You ensure that others understand and agree what is expected of them and hold them to account
5. You create a common sense of purpose
6. You make time available to support others
7. You encourage and are open to new ideas
8. You recognise changes in circumstances promptly and adjust plans and activities accordingly

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**Relevant occupations** 1132 Marketing & Sales Managers  
3543 Marketing Associates; Communications Officer

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**Suite** Marketing; Local Government Skills

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**Key words** Marketing, sales, marketing management, market research, advertising, public relations