

CFAM6.1.1

Put an organisation's marketing plan into action



Overview

This is about taking the organisation's marketing plan, once it has been developed and agreed, and putting it into action. This includes `selling' the plan to the managers and other staff involved in putting it into practice, agreeing standards for measuring success, and also monitoring the implementation of the plan and making tactical responses to performance.

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 middle marketing managers. 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 make sure that the people involved understand and support the plan, and also their responsibilities related to its achievement
 - P2 align the marketing processes and resources towards achieving the marketing plan and its objectives
 - P3 use agreed methods and measures to monitor the implementation and performance of the plan
 - P4 identify variations from agreed marketing performance standards and the reasons for
 - P5 make tactical adjustments to the marketing plan, or the people and resources, in a way that is consistent with the organisation's overall vision and objectives
 - P6 inform the people involved of adjustments to the marketing plan, and help them to make consequent changes to their own plans
 - P7 record how the marketing plan has been put into practice, evaluated and adjusted, in a way that will help future planning
 - P8 identify marketing good practice and areas for improvement, and communicate these to colleagues and key stakeholders

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 principles and methods of strategic management, business and marketing planning
- K2 the importance of communicating the plan to people and ensuring understanding and how to do so effectively
- K3 how to monitor and review implementation of and performance against the marketing plan
- K4 how to assess and manage risk
- K5 how to further develop and adjust the marketing plan
- K6 how to adjust the way you allocate people and plan resources to implement the marketing plan
- K7 the importance of identifying ways in which future marketing planning can be improved

You need to know and understand:

Industry/sector specific knowledge and understanding

- K8 legal, regulatory and ethical requirements in the organisation's sector
- K9 market developments in the organisation's sector

You need to know and understand:

Context specific knowledge and understanding

- K10 the agreed strategic business plan for the organisation
- K11 the market in which the organisation works
- K12 customer feedback, financial and other management information
- K13 the organisation's structure and business processes
- K14 the organisation's culture
- K15 the organisation's products/services and target customers
- K16 colleagues and other key stakeholders, and their needs and expectations
- K17 the processes for communication within the organisation

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Additional Information

Behaviours

1. You present information clearly, concisely and accurately
2. You work to turn unexpected events into opportunities rather than threats
3. You recognise changes in circumstances promptly and adjust plans and activities accordingly
4. You constantly seek to improve performance
5. You respond positively and creatively to setbacks
6. You show sensitivity to stakeholders' needs and interests and manage these effectively
7. You work towards a clearly defined vision of the future
8. You take opportunities when they arise to achieve longer-term aims
9. You take and implement difficult and/or unpopular decisions, if necessary

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