

## CFAM6.1.2

# Implement marketing strategies and plans for products/services



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### Overview

This is about implementing marketing strategies and plans for an organisation's products/services. It includes monitoring and evaluating performance against agreed plans and budgets, and also recommending and making tactical responses to performance and changes in circumstances.

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.

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#### Performance criteria

- You must be able to:*
- P1 make sure that the relevant marketing team understands and is committed to achieving the strategies and plans, and is clear about individual responsibilities
  - P2 implement the plan as agreed and within budget
  - P3 use agreed methods to monitor the implementation and performance of the plan against milestones and budget
  - P4 identify promptly any variances, or problems associated with achieving the plan, and alert relevant stakeholders
  - P5 evaluate any significant variances in performance, and recommend reasoned responses towards addressing the variances
  - P6 provide a rationale to stakeholders for any variances or changes to the marketing plan
  - P7 evaluate the implementation of the marketing plan, identify marketing good practice and areas for improvement, and communicate these to colleagues
  - P8 evaluate and record how the products/services marketing plan has performed, in a way that will inform future marketing planning

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#### Knowledge and understanding

*You need to know and understand:*

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

- K1 the importance of long and medium-term planning to the success of particular products/services
- K2 the principles of strategic management and business planning
- K3 the importance of communicating the plan to people and ensuring understanding and how to do so effectively
- K4 how to monitor and review implementation of and performance against the marketing plan
- K5 how to assess and manage risk
- K6 how to further develop and adjust the marketing plan
- K7 how to adjust the way you allocate people and plan resources to implement the marketing plan
- K8 the importance of identifying ways in which future marketing planning can be improved
- K9 how to develop and implement measures and methods for monitoring and evaluating performance against the plan

*You need to know and understand:*

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

- K10 legal, regulatory and ethical requirements affecting the marketing of products/services in the organisation's sector
- K11 market developments in the organisation's sector

*You need to know and understand:*

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

- K12 the organisation's marketing strategy relevant to the products/services under consideration
- K13 the organisation's actual and potential customer base for the products/services, and their needs and expectations relating to the products/services
- K14 the organisation's actual and potential competitors, and the key features of their strategies and plans
- K15 the organisation's ability to respond to market opportunities relating to the products/services
- K16 colleagues and other key stakeholders, and their needs and expectations
- K17 processes for consultation within the organisation

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#### Additional Information

##### Behaviours

1. You identify individual responsibilities and hold them to account
2. You recognise changes in circumstances promptly and adjust plans and activities accordingly
3. You constantly seek to improve performance
4. You respond positively and creatively to setbacks
5. You show sensitivity to stakeholders' needs and interests and manage these effectively
6. You work towards a clearly defined vision of the future

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**Relevant occupations** 1132 Marketing & Sales Managers  
3543 Marketing Associates

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**Suite** Marketing

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