

## CFAM6.2.3

# Implement and evaluate marketing plans for international and/or diverse markets



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### Overview

This is about implementing and evaluating marketing plans for international and/or diverse markets. It includes working closely with the appropriate sales team (in-house and/or agents) to continually monitor, assess and refine the strategy and plans.

This unit is recommended for marketers involved in marketing an organisation's products services within international and/or diverse markets. 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/sales team understand and is committed to achieving the objectives, strategy and marketing plan for the targeted international and/or diverse markets, and is clear about individual responsibilities
  - P2 identify a distributor(s), or other third party(ies) required, fitting the organisation's
  - P3 negotiate and contribute to agreeing contracts with any selected distributors, and other third parties, ensuring that terms are in line with the organisations' marketing strategy
  - P4 implement the plan as agreed and within budget
  - P5 use agreed methods to monitor the implementation and performance of the plan against milestones and budget
  - P6 identify promptly any variances, or problems associated with achieving the plan, and alert relevant stakeholders
  - P7 obtain feedback and assess how well the marketing mix has performed, including how well products/services are accessible and meet the requirements of the target customers
  - P8 evaluate any significant variances in performance, and recommend reasoned responses towards addressing the variances
  - P9 provide a rationale to stakeholders for any variances or changes to the marketing plan
  - P10 evaluate the implementation of the marketing plan, identify good marketing practice and areas for improvement, and communicate these to colleagues
  - P11 evaluate and record how the marketing plan has performed, in a way that will inform future marketing planning for international and/or diverse markets

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### Knowledge and understanding

*You need to know and understand:*

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

- K1 the importance of understanding the trade systems operating in the markets being targeted, including any tariffs levied, quotas, exchange controls and non-tariff trade barriers, and how to do this
- K2 the factors to consider when understanding the economy of the market(s) being targeted, including the industry structure and income distribution of the existing/potential customers
- K3 the importance of ensuring that all parties involved in marketing to the target markets understand clearly their roles and responsibilities, and methods for achieving this
- K4 how a market's industrial structure can affect the needs for products/services, income levels and employment levels
- K5 how the culture and people's behaviour within particular markets can affect customers' actions in the market place

*You need to know and understand:*

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

- K6 sources of information regarding trends and developments within different markets for the industry/sector
- K7 current and emerging trends and developments in the industry/sector
- K8 factors affecting customer decision-making within the industry/sector

*You need to know and understand:*

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

- K9 the organisation's range of products/services being targeted at international and/or diverse markets

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#### Additional Information

##### Behaviours

1. You identify individuals' responsibilities and hold them to account
2. You recognise changes in circumstances promptly and adjust plans and activities accordingly
3. You identify people's information needs
4. You demonstrate a clear understanding and appreciation of the cultural differences and requirements of customers within different markets
5. You present information clearly, concisely and accurately, making it available promptly to those who need it

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3543 Marketing Associates

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**Suite** Marketing

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