

CFAM7.2.1

Create a brief that captures the marketing proposition



Overview

This unit is about creating a brief for a third party where it has been decided that specialist marketing communications services are to be bought-in. It includes defining the aims, objectives and budget for the services, as well as identifying the product/service proposition.

This unit is recommended for first line and middle marketing managers. Such marketers might be employed directly by the organisation, or work for a marketing consultancy in creating briefs for clients.

CFAM7.2.1

Create a brief that captures the marketing proposition

Performance criteria

- You must be able to:*
- P1 define the marketing aims and objectives for the marketing communications programme, relating these to the relevant overall marketing aims and objectives for the products/services
 - P2 identify and prioritise the target market segments for the marketing communications campaign
 - P3 identify the marketing proposition for the products/services, relating this to the established requirements of those market segments to be targeted
 - P4 identify the type and range of media to be considered, where this is known and relevant
 - P5 confirm the budget and schedule for the proposed marketing communications campaign, together with any constraints, performance indicators and milestones impacting upon future payment

CFAM7.2.1

Create a brief that captures the marketing proposition

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 the importance of setting out clear performance measures for a third-party regarding its delivery of marketing communications services which demonstrate a financial return for the organisation
- K7 the importance of consulting with colleagues and other stakeholders during the preparation of a brief, and how to do this effectively
- K8 public and ethical issues associated with marketing communications

You need to know and understand:

Industry/sector specific knowledge and understanding

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

You need to know and understand:

Context specific knowledge and understanding

- K10 the market in which the organisation works
- K11 the organisation's communications objectives, and the overall marketing communications strategy
- K12 the needs and expectations of the organisation's actual and potential customers, and the organisation's desired response from its marketing communications strategy
- K13 the organisation's actual and potential competitors and partners, and the key features of their marketing communications strategies and plans
- K14 the organisation's ability to respond to market opportunities
- K15 the extent of any existing marketing communications activities by the organisation
- K16 colleagues and other key stakeholders, and their needs and expectations
- K17 processes for consultation within the organisation
- K18 source of information that can aid monitoring and evaluation

CFAM7.2.1

Create a brief that captures the marketing proposition

Additional Information

Behaviours

1. you present information clearly, concisely, accurately and in ways that promote

Glossary

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

CFAM7.2.1

Create a brief that captures the marketing proposition

| | |
|---------------------------------|--|
| Developed by | CFA Business Skills @ Work |
| Version number | 1 |
| Date approved | April 2010 |
| Indicative review date | April 2012 |
| Validity | Current |
| Status | Original |
| Originating organisation | Chartered Institute of Marketing |
| Original URN | NM7.2.1 |
| Relevant occupations | 1132 Marketing & Sales Managers 3543 Marketing Associates |
| Suite | Marketing |
| Key words | Marketing, sales, marketing management, market research, advertising, public relations |