

CFAM7.2.2

Decide whether to buy in marketing / marketing communications services from external suppliers



Overview

This unit is about taking decisions on whether marketing services should be obtained from an internal or external source of supply, or a mix of such. It includes assessing the scope of the services, and specifying those required.

Such services could include those that might be provided, for example, by marketing consultants, advertising agencies, market research houses, direct marketing agencies, sales promotion agencies and/or public relations specialists.

This unit is recommended for senior and middle marketing managers.

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Performance criteria

You must be able to:

- P1 identify the range of marketing skills and specialist resources required to achieve the relevant marketing strategy and objectives
- P2 determine whether the organisation possesses the skills and specialist resources necessary to deliver the marketing services required, and according to the schedule agreed for implementing the marketing strategy
- P3 assess the range and depth of marketing services required, and the nature of their supply
- P4 gather information about the costs of commissioning the range of services required
- P5 analyse the costs and benefits to the organisation of buying in all and/or part of the marketing services required
- P6 develop and present a reasoned proposal, with justified recommendations, for the sourcing of those marketing services necessary to achieve identified marketing objectives and strategy

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of marketing/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 marketing/marketing communications strategy which demonstrate a financial return for the organisation
- K7 the importance of consulting with colleagues and other stakeholders when deciding whether to buy in services, and how to do this effectively
- K8 public and ethical issues associated with marketing/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
- K10 typical costs and charging mechanisms associated with buying in marketing/marketing communications services from third party suppliers within the organisation's sector

You need to know and understand:

Context specific knowledge and understanding

- K11 the market in which the organisation works
- K12 the organisation's marketing/marketing communications objectives, and the overall marketing communications strategy
- K13 the needs and expectations of the organisation's actual and potential customers, and the organisation's desired response from its marketing/marketing communications strategy
- K14 the organisation's actual and potential competitors and partners, and the key features of their marketing/marketing communications strategies and plans
- K15 the organisation's ability to respond to market opportunities
- K16 the extent of any existing marketing/marketing communications activities by the organisation

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K17 colleagues and other key stakeholders, and their needs and expectations

K18 processes for consultation within the organisation

K19 source of information that can aid monitoring and evaluation

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Additional Information

Behaviours

1. you present information clearly, concisely and accurately and in ways which promote understanding
2. you identify the strengths, weaknesses, opportunities and threats to current and future work associated with the range of marketing skills available within the organisation
3. you identify the implications or consequences of a situation where particular skills are not commissioned
4. you identify clearly the value and benefits to people of a proposed course of action
5. you articulate the assumptions made and risks involved in understanding a situation

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

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