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## Overview

This standard is about developing a marketing plan for the implementation of marketing activities. It includes taking account of information from a marketing audit, where this is appropriate, confirming marketing objectives and the agreed budget for marketing activities, agreeing the overall approach to carrying out marketing activities and producing a plan which contains all necessary elements. It also includes establishing the criteria by which the success of the plan will be evaluated and appropriate monitoring procedures. It is for marketing professionals who develop marketing plans.

# CFAMAR16

## Develop a marketing plan

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### Performance criteria

- You must be able to:*
- P1 where appropriate, take account of information from a marketing audit
  - P2 confirm the marketing objectives as set out in the agreed marketing strategy
  - P3 confirm the agreed budget for marketing activity
  - P4 identify and confirm the needs and characteristics of target customers
  - P5 agree the overall approach to carrying out marketing activities
  - P6 evaluate potential marketing methods, taking account of the target market and the budget
  - P7 assess the risks to the marketing plan and how these might be mitigated
  - P8 determine the actions and resources required to implement the marketing plan
  - P9 establish the criteria by which the plan will be evaluated
  - P10 seek advice and guidance from recognised sources of expertise
  - P11 produce a marketing plan that identifies the required methods, actions, resources, timescales, budget and criteria
  - P12 establish monitoring procedures that will provide information for evaluation
  - P13 consult with key stakeholders, making appropriate amendments in line with feedback
  - P14 agree the marketing plan with decision-makers

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### Knowledge and understanding

*You need to know and understand:*

- K1 current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to marketing
- K2 the content of marketing audits and how to make use of this information
- K3 the organisation's existing and target customer base and their needs and expectations
- K4 potential marketing methods and how to select the most appropriate for the target market and agreed objectives
- K5 the types of risk to the marketing plan and how these might be mitigated
- K6 how to determine actions and resources required to meet given marketing objectives
- K7 sources of expertise that can provide advice and guidance
- K8 the topics to be included in a marketing plan
- K9 how to develop monitoring arrangements that will provide information that can be evaluated

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## Develop a marketing plan

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**Relevant occupations** 1132 Marketing & Sales Manager  
3543 Marketing Associate

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**Suite** Marketing (2013)

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**Key words** Marketing, marketing management, market research