

CFAMAR18

Implement an organisation's marketing plan



Overview

This standard is about implementing an organisation's marketing plan. It includes identifying necessary resources, taking responsibility for the delivery of the plan, making necessary adjustments in line with the marketing strategy and identifying good practice and areas for improvement. It is for marketing professionals who implement marketing plans.

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Performance criteria

- You must be able to:*
- P1 identify the human, physical and financial resources needed to implement the marketing plan, and how to obtain them
 - P2 identify the key stakeholders in the implementation process and gain their commitment
 - P3 take responsibility for the delivery of the marketing plan, steering and influencing the implementation process as appropriate
 - P4 make appropriate adjustments to the marketing plan that are consistent with the organisation's overall marketing strategy
 - P5 keep key stakeholders informed of adjustments to the marketing plan and the impact on their activities
 - P6 identify marketing good practice and areas for improvement and communicate these to key stakeholders
 - P7 monitor the plan and make appropriate adjustments in line with organisational needs

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Knowledge and understanding

You need to know and understand:

- K1 legal, regulatory and ethical requirements relating to marketing and to the organisation's sector
- K2 the organisation's structure and business processes
- K3 how to identify key stakeholders and the human, physical and financial resources needed to implement the marketing plan
- K4 how to influence implementation of the marketing plan with key stakeholders
- K5 how to identify and make appropriate adjustments to the marketing plan
- K6 sources of information on good practice in marketing
- K7 methods of monitoring the plan and the circumstances in which it is appropriate to make adjustments

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