

# CFAMAR25

## Implement marketing campaigns or activities



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### Overview

This standard is about implementing marketing campaigns or activities in line with an agreed strategy and plan. It includes confirming the availability of necessary resources and personnel and briefing those involved in their roles and responsibilities. It also covers developing and agreeing appropriate marketing materials, delivering the campaign or activity, addressing variances and recording and reporting on outcomes. It is for marketing professionals who implement marketing campaigns or activities.

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### Performance criteria

- You must be able to:*
- P1 confirm the availability of necessary resources and personnel
  - P2 brief personnel on their roles and responsibilities in line with the campaign or activity strategy and plan
  - P3 develop and agree appropriate marketing materials in line with the campaign or activity strategy and plan
  - P4 deliver the requirements of the campaign or activity strategy and plan within budget and timescale
  - P5 where appropriate, manage responses from customers in line with agreed organisational processes and procedures
  - P6 monitor marketing activities against the agreed campaign or activity strategy and plan and budget
  - P7 address variances in accordance with the campaign or activity strategy and plan
  - P8 update key stakeholders with progress, developments and other issues on a regular basis
  - P9 record and report on the outcomes of the campaign or activities in line with organisational processes and procedures

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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 marketing methods appropriate to the particular marketing campaign or activity
- K3 the purpose of ensuring that personnel understand their roles and responsibilities within a particular campaign or activity
- K4 types of marketing materials and how to produce them
- K5 how to monitor activities against the strategy and plan and budget
- K6 the types of risk and variance that can occur and how to address these
- K7 methods of recording and reporting outcomes

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<b>Developed by</b>	Skills CFA
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<b>Relevant occupations</b>	1132 Marketing & Sales Manager 3543 Marketing Associate
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<b>Suite</b>	Marketing (2013)
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<b>Key words</b>	Marketing, sales, marketing management, market research, public relations
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