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### Overview

This standard is about evaluating the performance of marketing activities. It includes establishing and agreeing an evaluation framework, methodology and resources, collecting valid, reliable and comprehensive data and evaluating qualitative and quantitative data. It also includes assessing the impact of marketing activities against agreed targets and measures and reporting on the findings of the evaluation. It is for marketing professionals who evaluate the performance of marketing activities.

### Performance criteria

- You must be able to:*
- P1 determine the indicators and metrics against which the success of marketing activities can be evaluated
  - P2 agree specific, realistic and measurable targets and measures with key stakeholders
  - P3 establish an evaluation framework and agree it with key stakeholders
  - P4 agree the most appropriate evaluation methodology and associated resources with key stakeholders
  - P5 collect valid, reliable and comprehensive data, including feedback from key stakeholders
  - P6 use agreed methods to evaluate quantitative and qualitative data against agreed targets and measures
  - P7 identify the reasons for variances in performance against expectations
  - P8 assess the impact of marketing activities and outcomes against agreed targets and measures
  - P9 evaluate the quality, cost-effectiveness and cost-efficiency of the marketing activity against agreed targets and measures
  - P10 report on the findings of the evaluation in the agreed format
  - P11 take appropriate action based on the evaluation results

# CFAMAR27

## Evaluate the performance of marketing activities

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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 range of indicators and metrics against which the success of marketing activities can be evaluated
- K3 the content of an evaluation framework and how to develop this
- K4 methods that can be used for evaluation and how to select those that are best suited to the particular circumstances
- K5 sources of valid and reliable data
- K6 how to apply evaluation methods
- K7 how to use evaluation evidence to make decisions on appropriate action

## CFAMAR27

### Evaluate the performance of marketing activities

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<b>Developed by</b>	Skills CFA
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<b>Originating organisation</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, marketing management, market research, public relations
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