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## Overview

This standard is about implementing marketing plans for your area of responsibility.

The standard is relevant to managers and leaders who, as part of their role, are required to implement marketing plans for their area of responsibility.

This standard links closely with *CFAM&LFB2 Develop marketing plans*. It is complementary to *CFAM&LFB5 Manage the marketing of products and services* which is for managers with more limited responsibility for specific products and services.

## Implement marketing plans

### Performance criteria

- You must be able to:*
- P1 Engage people within your organisation and other key stakeholders in implementing marketing plans.
  - P2 Check the commitment of senior management and other key stakeholders to your marketing plans and to making the necessary people and other resources available.
  - P3 Identify and access the people and other resources required for your marketing plans.
  - P4 Ensure that those involved in implementing marketing plans understand their individual responsibilities and are committed to achieving objectives.
  - P5 Provide those involved in implementing marketing plans with sufficient training, support and supervision to carry out their responsibilities.
  - P6 Implement marketing plans as agreed, whilst responding flexibly to responses from customers and changes in the markets, including competitor activity.
  - P7 Monitor the implementation and performance of your marketing plan against milestones and budgets.
  - P8 Take timely and appropriate action, within the limits of your authority, to address any significant variances in performance against the plan.
  - P9 Report on the performance of your marketing plans to senior management and other key stakeholders and seek authority, where required, to make any significant changes.
  - P10 Evaluate the implementation of your marketing plans and use the information to improve future marketing planning.

## Knowledge and understanding

*You need to know and understand:*

### General knowledge and understanding

- K1 How to engage people within your organisation and other stakeholders in implementing marketing plans.
- K2 The importance of ensuring the commitment of senior management and other key stakeholders to your marketing plans, and how to do so effectively.
- K3 Principles and methods of delegation.
- K4 How to identify and provide people with the training, support and supervision they need to carry out their marketing responsibilities.
- K5 The importance of implementing the plan as agreed and within budget.
- K6 How to monitor and report on the implementation and performance of the plan against milestones and budgets.
- K7 The importance of taking timely and appropriate action to address any significant variances in performance against the plan, and how to do so effectively.
- K8 The importance of identifying ways in which future marketing planning can be improved.
- K9 How to develop and implement measures and methods for evaluating the implementation of the marketing plan.

### Industry/sector specific knowledge and understanding

*You need to know and understand:*

- K10 Industry/sector requirements for implementing marketing plans.

### Context specific knowledge and understanding

*You need to know and understand:*

- K11 Individuals within your area of responsibility, their roles, responsibilities, competences and potential.
- K12 Your organisation's key stakeholders and their interests.
- K13 Sources of advice, and support from marketing specialists and those providing marketing services.
- K14 Your products and services, their features and potential benefits
- K15 Your organisation's actual and potential customer base for your products

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and services.

K16 Your organisation's actual and potential competitors of your products and services.

K17 Available resources and capabilities to support your plans.

## Behaviours

*When performing to this standard, you are likely to demonstrate the following behaviours:*

- 1 Seize opportunities presented by the diversity of people
- 2 Seek to turn unexpected events into opportunities rather than threats
- 3 Recognise changes in circumstances promptly and adjust plans and activities accordingly
- 4 Present information clearly, concisely, accurately and in ways that promote understanding
- 5 Encourage others to take decisions autonomously, when appropriate
- 6 Demonstrate a clear understanding of different customers and their real and perceived needs
- 7 Seek out and act on new business opportunities
- 8 Clearly agree what is expected of others and hold them to account
- 9 Check individuals' commitment to their roles and responsibilities
- 10 Monitor the quality of work and progress against plans and take appropriate corrective action, where necessary
- 11 Identify the range of elements in a situation and how they relate to each other
- 12 Take timely decisions that are realistic for the situation

## Skills

*When performing to this standard, you are likely to demonstrate the following skills:*

- Communicating
- Consulting
- Delegating
- Evaluating
- Involving others
- Monitoring
- Motivating
- Obtaining feedback
- Presenting information
- Problem solving
- Providing feedback
- Questioning
- Reporting
- Thinking with a focus on customers
- Time management

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**Relevant occupations** Managers and Senior Officials

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**Suite** Management & Leadership

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