

CFASME1.1V3.0

Review and interpret the results of social marketing activities and their wider implications



Overview

This unit is about reviewing social marketing activities, analysing and interpreting the results and their wider implications, for example how the learning from the results of one social marketing programme could be transferred to other contexts and issues.

This unit is for people in management roles who are responsible for reviewing and interpreting the results of social marketing activities and their wider implications. The scope may focus on the social marketing activities of a specific organisation/partnership or may involve a broader remit for monitoring and interpreting the results of social marketing activities more generally across a range of organisations/partnerships, contexts and/or issues.

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Performance criteria

- You must be able to:*
- P1 establish the scope of the social marketing activities you are required to review and interpret, taking account of possible future needs for evaluative information
 - P2 obtain all salient data, information, analyses and evaluations relating to the social marketing activities and the results achieved, including the full range of factors which may have affected the results
 - P3 verify the validity and reliability of the data and information, undertaking further investigations where necessary
 - P4 evaluate the cost-effectiveness of the social marketing activities, including their return on investment, making comparisons with alternative strategies where appropriate
 - P5 use reliable and cost-effective methods to interpret the data and information, forming hypotheses about what works, what does not work and why
 - P6 compare your own interpretations with those that others have made in similar areas of work for corroboration and/or contradiction
 - P7 encourage and support the target group(s), experts and other key stakeholders to provide informed comment on your interpretations
 - P8 amend your interpretations as necessary in light of comparisons and comment and specify any remaining areas of uncertainty
 - P9 consider the wider implications of the results of social marketing activities, in particular:
 - P9.1 how the learning could be transferred to other contexts or issues
 - P9.2 how the learning confirms or contradicts the theories and paradigms underpinning social marketing
 - P9.3 what can be learned about how to manage ethical issues in social marketing
 - P10 record your interpretations in ways that are clearly understandable and easily accessible to those who may benefit from them and have a right to them

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Knowledge and understanding

You need to know and understand:

General Knowledge and Understanding

- K1 analytical principles, methods, tools and techniques
- K2 communication principles, methods, tools and techniques
- K3 decision-making principles, methods, tools and techniques
- K4 evaluation principles, methods, tools and techniques
- K5 examples of effective and ineffective social marketing practice relevant to the activity
- K6 information management principles, methods, tools and techniques
- K7 legal and organisational/partnership requirements for the management of information
- K8 legal and organisational/partnership requirements in relation to intellectual property
- K9 legal and organisational/partnership requirements relevant to social marketing
- K10 objective setting principles, methods, tools and techniques
- K11 principles, methods, tools and techniques for calculating cost-effectiveness and return on investment(ROI)
- K12 research and investigative principles, methods, tools and techniques
- K13 research findings relevant to the activity
- K14 social marketing principles, methods, tools and techniques
- K15 validation and verification principles, methods, tools and techniques

Industry/Sector Specific Knowledge & Understanding

- K16 current and emerging trends and developments in the sector internationally, nationally and locally
- K17 industry/sector, organisational/partnership and professional codes of practice
- K18 legal, regulatory and ethical requirements in the industry/sector

Context Specific Knowledge & Understanding

- K19 key political, economic, social, technological and legal factors relevant to the context
- K20 objectives of your area of responsibility
- K21 organisational/partnership policies and procedures relevant to the activity
- K22 sources of advice, guidance and support
- K23 sources of data, information and knowledge
- K24 stakeholders and their diverse interests, needs, abilities and preferences
- K25 target groups, their diverse interests, needs, abilities and preferences

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Additional Information

Behaviours

1. constantly seek to improve performance
2. present information clearly, concisely, accurately and in ways that promote understanding
3. gather and analyse information from a variety of sources
4. make best use of existing sources of information
5. check the validity and reliability of information
6. push for concrete information in an ambiguous situation
7. make appropriate information and knowledge available promptly to those who have a right to it
8. display a good understanding of how different factors in the work context relate to each other
9. anticipate likely future scenarios based on a realistic analysis of trends and developments
10. identify the range of elements in a situation and how they relate to each other
11. identify the implications or consequences of a situation
12. identify patterns or meaning from events and data that are not obviously related
13. build a total and valid picture from restricted or incomplete data
14. articulate the assumptions made, and risks involved, in understanding a situation
15. encourage others to contribute ideas and to reach a consensus

Glossary

Scope

This may focus on the social marketing activities of a specific organisation/partnership or may involve a broader remit for monitoring and interpreting the results of social marketing activities more generally across a range of organisations/ partnerships, contexts and/or issues

Salient

This means relevant and significant to the social marketing activities and their results

Stakeholders

This may include all those involved in, or affected by, the social marketing activities and the issues they are seeking to address

Key stakeholders

These are those with the greatest interest in or influence on the issues; they will always include the target groups or intended beneficiaries of the social marketing activities

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Relevant occupations Arts, Media and Publishing; Health, Public Services and Care; Public Services; Agriculture; Horticulture and forestry; Animal care and veterinary science; Retail and commercial enterprise; Retailing and wholesaling; Performing Arts; History, philosophy and theology; Social sciences; Sociology and social policy; Education and training; Accounting and finance; Business management; Marketing and sales; Health and Social Services Officers; Health Professionals; Teaching Professionals; Health Associate Professionals; Protective Service Occupations; Government and Related Organisations; Finance; Communications; General; Personal Service Occupations; Sales and Customer Services Occupations; Business and Finance Associate Professionals

Suite Social Marketing

Key words social marketing activities; social marketing promotion; social marketing importance; CSR; corporate social responsibility; review