

Overview

This standard is about developing and implementing organisational marketing plans. It includes selecting information from marketing audits and confirming marketing objectives. You agree budgets for marketing activities and confirm the overall approach. You produce a marketing plan and establish the criteria by which the success of the plan will be evaluated. You identify resources, taking responsibility for the delivery of the plan, making necessary adjustments in accordance with the marketing strategy. You also identify good practice and areas for improvement. The standard is for marketing professionals who develop and implement organisational marketing plans.

Performance criteria

You must be able to:

1. select information from marketing audits
2. confirm marketing objectives with decision makers as set out in the agreed marketing strategy
3. confirm the agreed budget for marketing activity with budget holders
4. identify and confirm the needs and characteristics of target customers
5. define the overall approach to carrying out marketing activities
6. evaluate potential marketing methods that are relevant to the target markets and the budget
7. assess the risks to marketing plans and how these might be mitigated
8. specify the actions and resources required to implement marketing plans
9. itemise the evaluation criteria for marketing plans
10. seek advice and guidance from internal and external sources of expertise
11. identify the human, physical and financial resources needed to implement marketing plans,
12. agree human, physical and financial resources requirements with decision makers
13. produce a marketing plan that summarises methods, actions, resources, timescales, budget and criteria
14. set up monitoring procedures to provide evaluation information
15. consult with stakeholders to gather feedback
16. amend marketing plans in accordance with feedback
17. agree the final marketing plan with decision makers
18. identify the stakeholders in the implementation process and gain their commitment
19. implement marketing plans, steering and influencing the implementation process to meet the agreed objectives
20. revise the marketing plan to align with the organisation's overall marketing strategy and needs
21. update stakeholders on revisions to the marketing plan and the impact on their activities
22. identify marketing good practice and areas for improvement during implementation of marketing plans
23. communicate marketing good practice and areas for improvement to

stakeholders

Knowledge and understanding

You need to know and understand:

1. the current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to developing and implementing marketing plans
2. the content of marketing audits and how to make use of this information
3. how to confirm and clarify marketing objectives with decision makers
4. how marketing objectives link to marketing strategy
5. the importance of working within a budget and how to confirm this within organisational budget holders
6. the organisation's existing and target customer base and their needs and expectations
7. the range of marketing methods and how to select the most appropriate for the target market and agreed objectives
8. the types of risk to the marketing plan and how these might be mitigated
9. how to determine actions and resources required to meet agreed marketing objectives
10. the importance of identifying and agreeing resources to support the implementation of marketing plans
11. how to identify stakeholders and the human, physical and financial resources needed to implement the marketing plan
12. the internal and external sources of expertise that can provide advice and guidance
13. the areas that need to be included in a marketing plan and how to format this in accordance with organisational requirements and guidelines
14. how to develop monitoring arrangements to track progress against marketing implementation plans
15. the ways to gather information that can help evaluate the implementation of marketing plans
16. your organisation's structure and business processes in relation to marketing planning and implementation
17. how to influence implementation of the marketing plan with stakeholders
18. the sources of information for developing good practice in marketing and how to share this with colleagues
19. the methods for monitoring marketing plan implementation and the

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circumstances in which adjustments are required

20. how to make adjustments to the marketing plan during implementation and who may be consulted

21. how to identify and improve the development and implementation of marketing plans within your organisation

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