



KD TRAINING SOLUTIONS

The Chartered Management Institute Diploma in Management and Leadership (Level 5)

Assessment Brief for: Marketing Planning (Unit 5008)

Introduction

The purpose of this work brief is to give you the opportunity to demonstrate your knowledge, skills and abilities in the topic of marketing planning. The work you are required to do is in 4 parts:

- Part A – You and your organisation
- Part B – Putting customers first
- Part C – The marketing planning process
- Part D – Keeping customers happy

You are required to produce a formal management report of around 3,000 words.

Part A – You and your Organisation

This part has 1 element:

Element 1 – Explain how effective your organisation is designed to meet the needs of its customers:

To complete this element you should consider what sector your organization is in, how well it operates within its business environment, what its mission and values are and how they can be seen on a day-to-day basis, how effectively it plans for and manages its stakeholders and how well its structure helps it achieve its objectives

Part B – Putting Customers First

This part has 1 element:

Element 1 – Analyse to what degree your organisation puts its customers first:

To complete this element you should consider what a customer is, who your external customers are and to what level you meet their functional and personal expectations, who your internal customers are and what service you provide to them and any customer dissatisfaction that has occurred recently that created a “customer gap”

Part C – The Marketing Planning Process

This part has 1 element:

Element 1 – Analyse how effectively your organisation plans its marketing:

To complete this element you should consider what a marketing plan is and why it is important, how your organisation gathers information from its external and internal environment, how effectively this information is analysed and how your organisation decides on its strategy, marketing objectives and marketing mix

Part D – Keeping Customers Happy

Describe how your organisation keeps its customers happy through effective planning and dealing with complaints:

To complete this task you should consider why it is important to keep customers happy, what external and internal information is gathered about customers needs, how effective you are at translating external and internal information into SMART goals for your team/department, how you involve your team in the planning process, allocate time to your plan and measure your progress towards your objectives (giving examples), change plans if necessary and how efficient you are at dealing with customer complaints

How your work will be assessed

In order for you to pass this assessment, you should be aware how the Unit learning outcomes are matched to what you do and what criteria your assessor will be using when marking. Let's first look at the learning outcomes of this Unit and how they match with what you are required to do:

Unit	Learning Outcomes	Assessment
Unit 5008 Marketing Planning	<p>Understand the meaning and role of marketing in achievement of organisational objectives</p> <p>Identify the organisation's current and future position in the sectors or markets in which it operates</p> <p>Devise and implement a marketing plan that contributes to achievement organisational objectives</p>	<p>Explain how effective your organisation is designed to meet the needs of its customers.</p> <p>Analyse to what degree your organisation puts its customers first.</p> <p>Analyse how effectively your organisation plans its marketing.</p> <p>Describe how your organisation keeps its customers happy through effective planning and dealing with complaints.</p>

Assessment Criteria

When your tutor assesses your work he/she will apply the following criteria which will show that you have:

- Demonstrated knowledge of the Unit and the relevant depth and breadth
- Understood the topic by applying it to your own job role
- Produced a piece of work that is communicated in a professional manner
- Explained how effective your organisation is designed to meet the needs of its customers
- Analysed to what degree your organisation put its customers first
- Analysed how effectively your organisation planned its marketing
- Described how your organisation kept its customers happy through effective planning and dealing with complaints