



# CIM Level 4 Certificate in Professional Marketing

## Integrated Communications (2101)

**July 2019**

Assignment

The assignment comprises **THREE** compulsory tasks

**Task 1** is worth **25** marks

**Task 2** is worth **35** marks

**Task 3** is worth **40** marks

**Total** marks available – **100**

Candidate guidance:

- Answer **all** tasks
- The available marks are shown alongside each part of the task
- Read all tasks carefully before attempting them
- Assignments can only be accepted for marking with a valid assessment booking

### Scenario: Effective Integration of Online and Offline Communication

Effective integrated communications should take advantage of all available media relevant to the organisation and the intended target audiences. One way to ensure communications are integrated is to have coherence between online and offline marketing activities.

You work as a Marketing Executive in the marketing function of an organisation of your choice and have been tasked, by the Marketing Manager with reviewing your chosen organisation's current approach to integrated communications.

You are required to produce a report which outlines the importance of integrating online and offline communication, before recommending an integrated marketing communication campaign to raise the profile of your organisation's online presence.

#### Guidance notes:

The assignment is made up of **THREE** tasks that will form one report. The report should flow as a single document, using subheadings to illustrate the start of each task, subtask and change of topic within subtasks.

While it is usual practice in report writing to include an introduction and summary, these should be kept to a minimum, as the main focus should be on the content outlined in the assignment brief.

**FIVE** marks will be awarded for the organisation summary, using the headings supplied as guidance. The summary should be written in report format, rather than bullet point format.

In all tasks candidates should make reference to their organisation summary. This is to provide context for their answers, while avoiding repetition.

In all tasks candidates must use relevant theories, tools and models, to demonstrate clear understanding of key concepts.

It is good practice to acknowledge all sources/methodologies/applications using the Harvard referencing system.

#### Good Practice Guidelines for Assignment Production

The maximum word count is intended to assist candidates in producing a **professional document of an appropriate length** that can be used in the workplace. The submission should be written in a professional tone (unless otherwise instructed) and should only contain relevant material that directly contributes towards answering the task.

This assignment has been developed so that it can be applied to all organisations, sizes and sectors. Where candidates feel applying the assignment to their organisation needs a creative approach to be taken to the concept and theoretical principles explored, this is acceptable following discussion with their tutor. The approach taken should be outlined within the organisation summary.

## TASK 1 – REPORT

### Assessment criteria covered in Task 1:

**AC1.1, AC1.2, AC1.3, AC1.4, AC2.3**

**Please refer to the module specification for assessment criteria details.**

In the first part of your report for your Marketing Manager you are required to consider marketing communications activities within your chosen organisation.

### Required:

- (a) Provide a background to your chosen organisation, using the organisation summary guidelines. (5 marks)
- (b) Discuss **TWO** examples of how internal communications could encourage collaborative working within your chosen organisation, helping to more effectively meet the needs of the online customer. (10 marks)
- (c) Illustrate, using examples, **TWO** different methods of setting marketing communication budgets relevant to your chosen organisation. (10 marks)

(Total – 25 marks)

*(Organisation summary maximum page count – one side of A4 paper)  
(Tasks 1 (b) to 1 (c) maximum word count – 1,000 words)*

**TASK 1 – REPORT****Maximum page count:****Task 1 (a) – one side of A4 paper****Maximum word count:****Tasks 1 (b) to 1 (c) – 1,000 words****Guidance notes:****ORGANISATION SUMMARY GUIDELINES**

Contents will contribute to the **FIVE** marks available in Part (a) of Task 1.

The following headings **must** be included:

- **Organisation name**
- **Type of organisation**, for example, profit or not-for-profit, local, national, global, and type of legal entity
- **Size of organisation** in terms of turnover and/or number of employees
- Range of **products and services** provided
- **Customer base**, for example, B2B/B2C
- Main **competitors**

Other information relevant to the assignment may be included, within the recommended page count limit, to assist the Examiner in understanding the organisation.

Throughout all tasks the report should be concise and presented professionally for the intended audience. Executive summaries, terms of reference and conclusions are not required.

Task 1 (b): Internal communications include all methods of communication that take place within organisations. The role of internal communications can include, but is not limited to, informing, persuading and educating.

Collaborative working can include engaging different functions and teams with new initiatives.

*Continued*

*Task 1 continued*

Note: if you work for a small business with very few employees you may choose to apply this to key connected stakeholders instead of an internal audience.

Candidates should discuss **TWO** examples of how internal communications can encourage collaborative working and also how this can help to more effectively meet the needs of the online customer.

As an example, a webinar, which informs all departments about a new social media page and requests content from each department to inform customers about the organisation, may encourage multiple departments to work together and deliver information to customers.

Task 1 (c): Candidates should illustrate how budgets can be set for marketing communications activities. Budget setting methods can include, for example, objective and task, affordability, percentage of sales and competitive parity.

Candidates should illustrate, using examples, **TWO** different methods of setting communication budgets, both of which should be relevant to the organisation identified in Task 1 (a).

## **TASK 2 – REPORT**

### **Assessment criteria covered in Task 2:**

**AC3.1, AC3.4, AC4.2, AC4.3, AC5.2**

**Please refer to the module specification for assessment criteria details.**

In the second part of your report you are required to consider which external communication elements could help to raise the online profile of your chosen organisation.

### **Required:**

- (a) Describe the concepts of branding and the benefits of integrating existing branding into the online offering for your chosen organisation. *(15 marks)*
- (b) Compare the benefits of utilising online and offline communication campaigns for your chosen organisation. *(10 marks)*
- (c) Explain the process your chosen organisation would follow to appoint an external agency to create a campaign to raise the profile of the online offering. *(10 marks)*

*(Total – 35 marks)*

*(Tasks 2 (a) to 2 (c) maximum word count – 1,750 words)*

**TASK 2 – REPORT****Maximum word count: 1,750 words****Guidance notes:**

Task 2 (a): Concepts of branding include, for example, brand vision and values, brand promise, brand personality and brand image.

Candidates should describe relevant concepts before describing the benefits of integrating existing branding into the online offering. Benefits of integration can focus on both the benefits to the customer and the organisation of consistent branding and the potential impact on customer awareness and loyalty, competitive differentiation, brand equity, and increased revenue.

As an example, an existing brand personality of reliable, successful competence will encourage the customer to identify the same personality in the online offering. Perceiving websites or social media pages as reliable may encourage loyalty and purchase, which will in turn lead to increased revenue for the organisation.

Task 2 (b): Candidates should compare the benefits across a range of online and offline communication campaigns from the organisation's perspective. Factors can include cost, credibility, communication effectiveness and control.

For example, a social media campaign may cost less to plan and implement and may engage customers in two-way communication, whereas a magazine advertisement may be published in a certain publication that may add credibility to the campaign.

Task 2 (c): Candidates should consider the role of external agencies, which could be, for example, a marketing or creative agency. In this context the focus is to explain the process of appointing an external agency.

The candidate could consider, as an example, selection criteria, briefing and pitching and remuneration.

### **TASK 3 – REPORT**

#### **Assessment criteria covered in Task 3:**

**AC5.1, AC5.3, AC6.1, AC6.2, AC6.4**

**Please refer to the module specification for assessment criteria details.**

In this final section of your report you have been asked to contribute to an integrated marketing communications plan designed to help raise the profile of your chosen organisation's online offerings.

#### **Required:**

- (a) Recommend an integrated marketing communications plan that could be used to raise the profile of your chosen organisation's online offerings. The plan should include:
- which external stakeholder the plan is targeting
  - clear SMART communications objectives
  - a range of proposed communications methods, media and tools
  - an implementation schedule
  - how the online and offline elements will be integrated. *(30 marks)*
- (b) Evaluate appropriate ways to measure the effectiveness of the marketing communications plan identified in Task 3 (a). *(10 marks)*

*(Total – 40 marks)*

*(Tasks 3 (a) to 3 (b) maximum word count – 2,000 words)*

**TASK 3 – REPORT****Maximum word count: 2,000 words****Guidance notes:**

Task 3 (a): Candidates should recommend an integrated marketing communications plan, using an appropriate marketing communications framework. An example of an appropriate framework would be Fill's Marketing Communication Planning Framework (MCPF). Candidates should demonstrate an awareness of the whole process but should focus the majority of their response on the elements listed in Task 3 (a).

The focus of these elements of the integrated marketing communications plan is to raise the profile of your chosen organisation's online offerings, which may include, for example, a website or social media pages, and this should be clearly identified within the plan. The integrated marketing communications plan must state which external stakeholder it is targeting.

Candidates should include clear SMART communications objectives within the plan.

The integrated marketing communications plan should include the use of online and offline communications methods media and tools, as there will be a need to drive the stakeholder to the online offering and this may be done by a variety of communications methods. Communications methods can include advertising, sales promotion, PR, personal selling and direct marketing and the individual tools within each category. Communications media can include online, offline, digital and social media options.

Throughout the plan all recommended proposals should be justified and reflect the chosen organisation's size, markets and resources. As an example, a small organisation with a limited turnover is unlikely to produce a national television campaign.

An implementation schedule should be included within the plan. A GANTT chart could be used or a table showing a timeline of all of the proposed communications activities. The schedule should meet the needs of the proposed integrated marketing communications plan and the objectives set.

Finally, candidates should consider how online and offline elements are integrated within the campaign.

Task 3 (b): It will be impossible to know if the plan proposed in Task 3 (a) will be successful without planning methods to measure its effectiveness.

Candidates should focus on the methods, media and tools identified in Task 3 (a) and evaluate the ways to measure their effectiveness. As an example, if direct marketing has been chosen in Task 3 (a) to drive customers to social media pages the number of new subscribers may be an effective measurement.