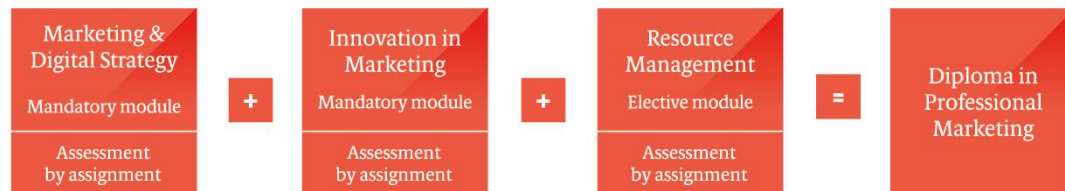


Module Specification:

Resource Management

Resource Management is a 17-credit elective module which sits within the suite of Level 6 modules.



To gain the CIM Level 6 Diploma in Professional Marketing a pass in both mandatory modules plus one elective module is required.

If studied as a standalone module, an individual award can be achieved.

Aim of the module

This module enables you to adopt a strategic approach to the implementation of marketing plans to meet marketing and business objectives. You will be able to deploy a full range of resources to optimise marketing results in an efficient and effective manner. Finally, you will gain the knowledge and skills to manage finances, which are essential in ensuring a return on the marketing investment, made within your organisation.

Module structure

The module comprises three units of two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of assignment. The assessment will require submission of an assignment based on a scenario and an organisation of choice.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Resource Management module content which follows.

CIM Level 6 Diploma in Professional Marketing Qualification Specification

Please refer to the CIM Level 6 Diploma in Professional Marketing Qualification Specification for all other information relating to the CIM Level 6 Diploma in Professional Marketing including:

- CIM Professional Marketing Competencies
- The Level 6 qualification structure
- Who it is for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- Modes of study
- How it is assessed – assessment methodology
- How the assessment is delivered and when
- How it is graded
- When are results issued?
- Module specifications
- What we mean by command words

Module Content: Resource Management (elective)

Level 6	Credit value: 17	Total Qualification Time: 170 hours Guided Learning Hours: 150 hours
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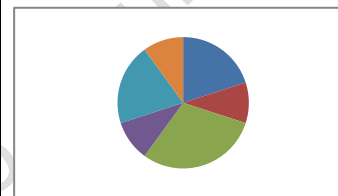
Purpose statement

This module develops the knowledge and skills to apply tools to achieve a balanced human, financial and technological resource mix to support marketing projects. The module covers three units: the first unit concentrates on the development, management and performance of the marketing team; the second unit covers the evaluation of the resource mix and development of plans to improve performance; and the third unit develops skills and techniques to manage and evaluate financial marketing budgets.

Assessment

Organisation based assignment

Module weighting



LO 1 – 20% weighting
LO 2 – 20% weighting
LO 3 – 15% weighting
LO 4 – 15% weighting
LO 5 – 15% weighting
LO 6 – 15% weighting

Overarching learning outcomes

By the end of this module learners should be able to:

Managing People

- Develop and manage the marketing team
- Know how to improve marketing performance through people

Marketing Resources

- Assess the effectiveness of the current resource mix
- Develop plans to improve marketing performance through an optimised resource mix

Marketing Financials

- Apply appropriate techniques to manage the marketing budget
- Define ways of monitoring, evaluating and reporting the financial performance of marketing

Unit 1: Managing People

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
1. Develop and manage the marketing team	1.1 Analyse the current effectiveness of the skills mix in the marketing team and external outsourced connections	<ul style="list-style-type: none"> • Marketing competencies • Skills audit • Training needs analysis • Development plans • Relationships with out-sourced connections
	1.2 Appraise the planned activities of the marketing team in delivering marketing objectives and meeting customer needs	<ul style="list-style-type: none"> • Operational planning • Internal processes • Marketing structure • Team management • Team development • Individual development
	1.3 Evaluate the effectiveness of working relationships and how conflict is dealt with in the marketing team	<ul style="list-style-type: none"> • Criteria for effectiveness • Dealing with conflict • Team building
2. Know how to improve marketing performance through people	2.1 Analyse marketing information and recommend ways to improve the performance of the marketing team.	<ul style="list-style-type: none"> • Relevant marketing information • Links between personnel performance and results
	2.2 Assess levels of performance and take the necessary actions to improve them	<ul style="list-style-type: none"> • Team performance • Performance management • Motivational techniques • Disciplinary and grievance procedures
	2.3 Evaluate a range of approaches for recruiting effective or successful marketing team members	<ul style="list-style-type: none"> • Team selection • Recruitment strategy • Team resilience • Talent management • Out-sourcing

Unit 2: Marketing Resources

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
3. Assess the effectiveness of the current resource mix	3.1 Analyse the current effectiveness of the use of technology in the organisation	<ul style="list-style-type: none"> • CRM • Digital platforms and communities • Trends and advances in technology • Impact on marketing
	3.2 Analyse the current effectiveness of the use of data in the organisation	<ul style="list-style-type: none"> • Compliance with relevant legislation – eg, GDPR in the UK • Data audit • Data monitoring and control
4. Develop plans to improve marketing performance through an optimised resource mix	4.1 Assess the balance of the resource mix	<ul style="list-style-type: none"> • Auditing the resource mix • Balancing human, financial, physical, technology and data resources to achieve results • Risks and benefits
	4.2 Recommend improvements to the resource mix based on the outcome of resource-based audits	<ul style="list-style-type: none"> • Project planning • Adjustments to current plans • Monitoring and review

Unit 3: Marketing Financials

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
5. Apply appropriate techniques to manage the marketing budget	5.1 Negotiate delegated budgets with teams and agree provisional budgets	<ul style="list-style-type: none"> • Budget setting methods • Specific budgets – eg, New product launch, brand positioning, communications campaigns
	5.2 Use effective cost management processes for marketing operations	<ul style="list-style-type: none"> • Planning • Estimating • Budgeting • Financing • Funding • Managing • Controlling costs • Digital cost management systems
6. Define ways of monitoring, evaluating and reporting financial performance of marketing	6.1 Establish systems to enable the monitoring of the financial performance of marketing	<ul style="list-style-type: none"> • Transparent record keeping • Variance analysis • Budgetary adjustments • Balance sheets • Profit and Loss
	6.2 Evaluate and report the financial performance of marketing	<ul style="list-style-type: none"> • ROMI • Sales • P & L • Cash flow • Market share • Key stakeholders with an interest in financial reports



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