
Overview

This standard is about developing marketing plans for your area of responsibility.

The standard is relevant to managers and leaders who, as part of their role, are required to develop marketing plans for their area of responsibility.

This standard links closely with *CFAM&LFB1 Develop understanding of your markets and customers* and *CFAM&LFB2 Implement marketing plans*. It is complementary to *CFAM&LFB5 Manage the marketing of products and services* which is for managers with more limited responsibility for specific products and services.

Performance criteria

- You must be able to:*
- P1 Engage people within your organisation and other key stakeholders in developing marketing plans.
 - P2 Identify and prioritise marketing objectives for your area of responsibility that are consistent with your organisation's overall business plan, culture, vision and values and take into account the needs of other areas of the organisation.
 - P3 Obtain advice and support from marketing specialists and those providing marketing services, as required.
 - P4 Identify the target markets for your products and services and develop appropriate strategies for realising marketing objectives.
 - P5 Develop marketing plans and budgets for the achievement of the strategies, setting out clear actions, risks, contingencies, responsibilities and milestones.
 - P6 Agree marketing plans and budgets with senior management and other key stakeholders.
 - P7 Communicate your marketing plans in ways that ensure the understanding and commitment of those involved and the support of other key stakeholders.

Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 How to engage people within your organisation and other key stakeholders in developing marketing plans.
- K2 How to identify, develop and prioritise marketing objectives for your area of responsibility that are consistent with your organisation's overall business plan.
- K3 The importance of obtaining advice and support from marketing specialists and those providing services, as required.
- K4 How to identify and target markets.
- K5 How to develop appropriate strategies for realising marketing objectives.
- K6 How to develop marketing plans and budgets for the achievement of the strategies, setting out clear actions, accountabilities and milestones and the importance of agreeing these.
- K7 How to identify and access the resources and capabilities required for your plans.
- K8 How to identify sustainable resources and ensure their effective use to support your plans.
- K9 The importance of communicating the plan to people and ensuring understanding and commitment, and how to do so effectively.

Industry/sector specific knowledge and understanding

You need to know and understand:

- K10 Industry/sector requirements for developing marketing plans.

Context specific knowledge and understanding

You need to know and understand:

- K11 Your organisations' overall business plan relevant to your area of responsibility.
- K12 Sources of advice, and support from marketing specialists and those providing marketing services.
- K13 Your products and services, their features and potential benefits
- K14 Your organisation's actual and potential customer base for your products

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and services.

K15 Your organisation's actual and potential competitors of your products and services.

K16 Available resources and capabilities to support your plans

K17 Individuals within your area of responsibility, their roles, responsibilities, competences and potential.

K18 Your organisation's key stakeholders and their interests.

Behaviours

When performing to this standard, you are likely to demonstrate the following behaviours:

- 1 Seize opportunities presented by the diversity of people
- 2 Present information clearly, concisely, accurately and in ways that promote understanding
- 3 Demonstrate a clear understanding of different customers and their real and perceived needs
- 4 Prioritise objectives and plan work to make the effective use of time and resources
- 5 Check individuals' commitment to their roles and responsibilities
- 6 Make effective use of existing sources of information
- 7 Check the accuracy and validity of information
- 8 Communicate clearly the value and benefits of a proposed course of action
- 9 Anticipate likely future scenarios based on a realistic analysis of trends and developments
- 10 Work towards a clearly defined vision of the future
- 11 Identify the implications or consequences of a situation
- 12 Take timely decisions that are realistic for the situation

Skills

When performing to this standard, you are likely to demonstrate the following skills:

- Analysing
- Communicating
- Consulting
- Decision-making
- Forecasting
- Involving others
- Planning
- Presenting information
- Prioritising
- Setting objectives
- Thinking creatively
- Thinking strategically

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