

# UNIT F4      DEVELOP AND REVIEW A FRAMEWORK FOR MARKETING

## UNIT SUMMARY

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### What is this unit about?

This unit is about developing a framework which describes your organisation's customers and how your organisation intends to market its products or services (or both). This unit is for non-marketing specialists, and includes identifying where specialist expertise may be needed.

The term 'customer' includes internal and external customers of the organisation or part of the organisation that the manager is responsible for.

### Who is this unit for?

The unit is recommended for senior managers.

### Links with other units

This unit is linked to **unit F9. Build your organisation's understanding of its market and customers** in the overall suite of National Occupational Standards for management and leadership.

If your organisation is a small firm, you should look at unit *B1 Plan how to improve your sales and marketing* which has been developed by the Small Firms Enterprise and Development Initiative (SFEDI) specifically for small firms and which may be more suitable to your needs. You can obtain information on the unit from SFEDI on tel. 0114 241 2155 or at the SFEDI website ([www.sfedi.co.uk](http://www.sfedi.co.uk)).

### Skills

Listed below are the main generic 'skills' which need to be applied in developing and reviewing a framework for marketing. These skills are explicit/implicit in the detailed content of the unit and are listed here as additional information.

- Thinking strategically
- Thinking with a focus on customers
- Setting objectives
- Decision-making
- Planning
- Thinking creatively
- Communicating
- Reviewing
- Problem solving
- Information management
- Evaluating
- Consulting
- Involving others
- Prioritising

## **UNIT F4      DEVELOP AND REVIEW A FRAMEWORK FOR MARKETING**

### **Outcomes of effective performance**

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You must be able to do the following:

- 1 Identify and assess the customer groups and needs you want to serve and the benefits to the customer of using your products and/or services.
- 2 Set out your aims, targets and conditions for success.
- 3 Evaluate the need for branding or a special identity, including values, to capture a niche position in the market or a premium price.
- 4 Identify the specific products and/or services you are going to sell and how they are going to be priced.
- 5 Identify the ways in which you are going to sell your products and/or services and communicate with customers.
- 6 Identify the main phases of activity that you are going to go through to get started, and any priority actions.
- 7 Identify the areas in which you will need specialist expertise help in marketing and/or selling.
- 8 Identify the type and quantity of physical and financial resources needed and where to get them.
- 9 Identify any risks associated with marketing and selling your products and/or services and how to manage these.
- 10 Identify a process for regularly reviewing and updating the framework.

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### **Behaviours which underpin effective performance**

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- a    You recognise changes in circumstances promptly and adjust plans and activities accordingly.
- b    You seek out and act on new business opportunities.
- c    You prioritise objectives and plan work to make best use of time and resources.
- d    You develop systems to gather and manage information and knowledge effectively, efficiently and ethically.
- e    You identify clearly the value and benefits to people of a proposed course of action.
- f    You anticipate likely future scenarios based on a realistic analysis of trends and developments.
- g    You demonstrate a clear understanding of different customers and their needs.

## **UNIT F4      DEVELOP AND REVIEW A FRAMEWORK FOR MARKETING**

### **Knowledge and understanding**

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You need to know and understand the following:

### **General knowledge and understanding**

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- 1      How to identify different customer groups and their needs.
- 2      How to relate the benefits of using your products and/or services to identified customer needs.
- 3      The importance of setting clear, demanding but achievable marketing aims and targets and conditions for success and how to do so effectively.
- 4      Principles of and techniques used for branding a product or service.
- 5      Principles which underpin pricing strategies.
- 6      Different channels for selling your product and/or service, their advantages and disadvantages, costs and benefits.
- 7      Different methods for communicating with customers and the associated advantages and disadvantages, costs and benefits.
- 8      Types of specialist marketing and sales expertise.
- 9      The types and sources of physical and financial resource which might be required to support the marketing/selling of products and/or services.
- 10     The type of risks associated with particular marketing and selling approaches and ways in which these risks can be managed.
- 11     The importance of regularly reviewing and, if necessary, revising the overall framework and how to do so effectively.

### **Industry/sector specific knowledge and understanding**

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- 12     The sector(s) and market(s) in which your organisation works.
- 13     Legal, regulatory and other restrictions that may affect your plans.

### **Context specific knowledge and understanding**

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- 14     Your organisation's products and/or services, associated technology and processes.
- 15     Your organisation's overall vision, objectives and plans.
- 16     Information on your market(s), including competitors, and customers.

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### **Context specific knowledge and understanding (continued)**

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- 17 Available resources to support the framework.
- 18 Who and how to consult in developing the framework.
- 19 Your organisation's attitude to risk.
- 20 Specialist expertise available to your organisation.

## UNIT F4 DEVELOP AND REVIEW A FRAMEWORK FOR MARKETING

### Evidence requirements

| Outcomes  | Evidence of Outcomes:<br>• possible examples of evidence   | Behaviours         | Knowledge and Understanding |                   |                     |
|---|--|--------------------|-----------------------------|-------------------|---------------------|
|   |  |                    | General                     | Industry specific | Context specific    |
| O1<br>O2<br>O3<br>O4<br>O5<br>O6  | <b>Market and product/brand analyses you have conducted</b>  |                    |                             |                   |                     |
|   | • summaries of market research and secondary research, sales, customer/market profiles, market penetration, competitor, pricing and similar analyses that you have prepared  | b, d, f, g         | 1                           | 1, 2              | 1, 2, 3             |
|   | • product and brand reviews, feature/benefit analyses and similar evaluations of the organisation's products/services  | a, b, d, f, g      | 1, 2                        | 1, 2              | 1, 2, 3             |
|   | • Ansoff, BCG, SWOT and similar analyses of the product/market relationship  | a, b, d, f, g      | 1, 2                        | 1, 2              | 1, 2, 3             |
|   | • notes or minutes of meetings you have organised, and emails, memos, letters and other communications you have written, to discuss and agree with colleagues and specialist service providers, an analysis of the organisation's products/brands and market position, marketing aims, objectives and critical success factors | b, c, e, g         | 3, 8                        | 1, 2              | 1, 2, 3, 5, 7       |
| O5<br>O6<br>O7<br>O8<br>O9<br>O10   | <b>Proposals you have made for a developing a new marketing framework:</b>   |                    |                             |                   |                     |
|   | • proposals for developing the organisation's products/brand, pricing, selling, promotion, distribution channel and after sales/customer service strategies to achieve marketing objectives  | b, c, e, g         | 2, 4, 5, 6, 7               | 1, 2              | 1, 2, 3, 4, 5, 7, 7 |
|   | • market forecasts, sales targets and marketing budgets you have prepared  | b, c, e, g         | 3, 9                        | 1, 2              | 4, 6                |
|   | • risks assessments and identification of critical success factors   | f                  | 10                          | 1, 2              | 6                   |
|   | • action plans, schedules and contingency plans you have developed for introducing your proposed market frameworks   | f                  | 3, 10                       | 1, 2              | 4, 6                |
|   | • systems and procedures you have developed for monitoring and reviewing the effectiveness of the marketing framework  | a, d               | 11                          | 1, 2              | -                   |
| • personal statement (your reflections on the development of a marketing framework) | e, f, g  | 1, 2, 3, 9, 10, 11 | 1, 2                        | 1, 2, 3           |                     |