



Module report

Level: Certificate in Professional Marketing

Module: Integrated Communications

Please refer to the December 2015 assessment

Overarching performance:

Overall, performance was good. However, there were some Accredited Study Centres that were of concern to the examining team. Those concerns largely related to a lack of subject knowledge and it was disappointing to still see, for example, candidates not adhering to specific instructions within the assignment brief, using formulaic approaches that often effectively limited the marks available and some suspected cases of plagiarism. In using sources, such as organisational web pages, candidates need to be clear what constitutes plagiarism so that they do not inadvertently plagiarise.

Layout of assessment – structure:

In terms of structure the assignment brief worked well. The organisational summary being positioned at the front gave a more logical flow and the additional page for Tasks 1 (b), (c) and (d) enabled candidates to better demonstrate their knowledge and application.

Key points:

It was disappointing to see some candidates still putting the organisational summary at the back. Of concern were the candidates that adhered to the old page count for Tasks 1 (b), (c) and (d) rather than the one specified on the assignment brief.

Candidates are still not allocating the space available for the various parts of a task; for example, devoting very little space to Task 2 (d).

It is still disappointing to see a number of candidates discussing marketing communications planning rather than actually preparing a communications plan.

More minor issues; candidate names on assignments, lack of use of treasury tags and CIM membership letters being included.

Task	Strengths
<p>Task 1</p>	<p>Good levels of knowledge of organisational context demonstrated with the majority of candidates addressing each of the headings.</p> <p>Good level of knowledge demonstrated and good application to the chosen organisation.</p>

	<p>Many candidates gave a useful insight into the allocation of resources.</p> <p>A range of relevant evaluation methods clearly and concisely described.</p>	
Task 2	<p>A good understanding of the chosen organisation's brand and customer value.</p> <p>A clear focus on process and reinforcing customer value.</p> <p>Clear and concise descriptions of the NPD process showing clear application to the chosen organisation.</p>	
Task 3	<p>Well formulated objectives, relevant communication tools recommended and a clear focus on the chosen organisation's image and reputation.</p> <p>Clear, concise and well structured integrated marketing communications plan with a clear focus on the objectives in Tasks 3 (a), often featuring a detailed Gantt chart.</p> <p>Good understanding of stakeholders demonstrated and applied to the chosen organisation and a relevant range of potential causes of conflict of interest.</p>	
Format and presentation	<p>Well presented work, good referencing, good use of headings/subheadings and adherence to the CIM page count policy.</p>	
Task	Weaknesses	Recommendations
Task 1	<p>Candidates not following the instruction for use of headings. Candidates positioning their summary incorrectly within their assignment.</p> <p>General, common sense answers not demonstrating the required level of knowledge or application.</p> <p>Candidates discussed resources in general terms without acknowledging the allocation aspect of the task.</p>	<p>Candidates should ensure that they read all of the assignment brief carefully and follow the instructions given.</p> <p>Candidates should NOT make assumptions – for example, assuming that an organisational summary prepared for a different module will be applicable to this module.</p> <p>Candidates should methodically and directly address all elements of each part of a task.</p>

	Recommended evaluation methods that are inappropriate.	Candidates should recognise the context of their chosen organisation within their answers and demonstrate their knowledge of the relevant areas of the module specification.
Task 2	<p>Weak understanding of brands/branding and no real acknowledgement of the customer value aspect of the task.</p> <p>Lack of focus on process and lack of convincing application.</p> <p>Lack of understanding of relevant parts of the module specification.</p>	<p>Candidates should methodically and directly address all elements of each part of a task.</p> <p>Candidates should demonstrate a better understanding of relevant parts of the module specification and apply that knowledge specifically to their chosen organisation.</p> <p>Accredited Study Centres should be encouraged to ensure that candidates cross reference the assessment criteria shown for each task to the syllabus.</p>
Task 3	<p>Weak understanding of marketing communication objectives, with many candidates listing tasks rather than objectives.</p> <p>Discussion of a marketing communications plan rather than proposing an integrated marketing communications plan. Too much emphasis on the environmental analysis and too little on the tactical proposals.</p> <p>General lack of understanding of relevant theory and failure to address all elements of this part of the task.</p>	<p>Candidates should methodically and directly address all elements of each part of a task.</p> <p>Candidates should demonstrate a better understanding of relevant parts of the module specification and apply that knowledge specifically to their chosen organisation.</p> <p>Candidates should be encouraged to confidently propose an implementable integrated communications plan.</p>
Format and presentation	<p>No use of references.</p> <p>Using referencing systems other than Harvard.</p> <p>Weak referencing.</p>	Candidates should use Harvard Referencing and take the time to both spell check and proof read their work prior to submission.

	<p>Use of poor quality references.</p> <p>Little/weak use of headings/sub headings.</p> <p>Weak use of space available, ie not using all of the space available for a task.</p> <p>Use of watermarks that made assignments difficult to read.</p> <p>Use of small diagrams with text that was almost impossible to read.</p> <p>Appendices should not be necessary and should be used in accordance with the CIM page count policy.</p>	<p>Adherence to the CIM page count policy including type face requirements.</p>
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