### SESSION PLAN

**COURSE:** ABE Level 6 Strategic Marketing

**ELEMENT:** Element 5 – Implementing the Strategy

## **LEARNING OUTCOME 1**

**Evaluate a range of resources to understand and resolve organisational marketing related problems (Weighting 20%)**

5.1 Analyse the implementation challenges present in strategic marketing

5.2 Evaluate future trends and challenges for the future of strategic marketing

**NUMBER OF SESSIONS:** Three - approximately twelve hours in total, plus self-study.

**SESSION TOPICS:** Session 1: Marketing metrics and performance gaps

Session 2: Trends in technology

Session 3: Changes, challenges and trends

**Note to tutors: this is the recommended session plan for learning outcome 5, element 5, ABE Level 6 Strategic Marketing. You should follow the plan, using the resources (referenced as ‘slides’ here) and activities provided. It is important to enhance all sessions with local examples and case studies, involving the learners ACTIVELY wherever possible.**

### SESSION 1: Marketing metrics and performance gaps

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** |
| 4 hours | Introduction to session and learning outcomes | Use file: **6USM Tutor Presentation E5.pptx**  Assessment criterion 5.1 Analyse the implementation challenges present in strategic marketing | 1-4 | As a class, recall previous learnings on SMART goals and setting objectives |  |
| Marketing metrics | Explain what KPIs are and how they link to objective. Remind learners of SMART goal framework to show how to create useful KPIs. While detailing how to set useful KPIs, give examples within different industries, business functions, etc and challenge the class in a **Class brainstorm** to create KPIs for specific purposes.  **Facilitate Activity 1.** Describe each metric of success and assign each to a pair to create a brief presentation showing each in action to ensure they are able to identify when each is most effective.  Explain the prevalence of market share as a KPI particularly regarding its direct relation to sales, and then explain different metrics for customer satisfaction, being sure to describe when each is most efficient. Lead **Class discussion** of useful time to use market share as a KPI.  Lead **Class discussion** on different methods of gathering customer data with a verbal analysis of when and why each would be use and value of each. | 5-10 | Slide 7 - **Class brainstorm** of KPIs based on tutor challenge.  Slide 9 - **Class discussion** of useful time to use market share as a KPI.  Slide 10 - **Class discussion** of how to gather useful customer satisfaction data and evaluation of value of each.  **Activity 1** - In pairs, create an example of an appropriate time to use a specific measurement as a metric of success, Identifying useful KPIs. | **6USM E5 LO5 Activity 1 – Metrics and measurement** |
| Identifying and resolving performance gaps | Introduce how KPIs can help contribute to the identification of performance gaps, and why this is an important contribution to an effective strategy, focusing on a ‘test, learn, adapt’ mindset.  Detail the importance of regular audits in identifying performance gaps particularly when it comes to creating and implementing a strong marketing strategy and running a strong marketing function, and explain the purpose of both a marketing organisation, marketing strategy and marketing productivity audit, as well as an overview of a marketing systems audit. Encourage **Class discussion** around the use of data in decision making in this modern and connected world where data is available, and the value of this when making long-term and financially-focused decisions.  **Facilitate Activity 2.** Assign groups different audits to prepare and encourage discussion after each presentation to identify how performance gaps uncovered in each could be resolved. | 11-13 | Slide 13 - **Class discussion** on the importance of data when making strategic decisions and therefore the importance of marketing systems.  **Activity 2** - in small groups, using the study guide, write an action plan for completing either a marketing organisation, strategy, productivity audit or a marketing systems audit. | **6USM E5 LO5 Activity 2 – Marketing audits** |
|  | Review of session and learning outcomes | Learners should be confident in understanding measurement and analysis of success for marketing functions and identifying steps to resolve these. |  | Ask any questions covering uncertainties. |  |

### SESSION 2: Trends in technology

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative assessment** |
| 4 hours | Introduction to session and learning outcomes | Use file: **6USM Tutor Presentation E5.pptx**  Assessment criterion 5.2 Evaluate future trends and challenges for the future of strategic marketing | 14 | As a class, recall previous discussions of technology. |  |
|  | Trends in technology | Introduce why technology is so important in the modern strategic marketer’s toolkit, and generally while building future-proof plans.   Give an overview of the breakthrough technology trends, then assign each group a key trend to cover in a presentation. This should be an in-depth presentation. Discussion after each should focus on the potential challenges and opportunities afforded by such technology. **(Activity 3.)**  To close the presentations, explain that there are significant advantages and risks associated with taking advantage of modern tech tools ahead of the curve - discussion around when you’re in a good position to embrace and when to avoid — underlined with the importance of staying in-the-loop and a discussion of how and where to find the latest news i.e. Twitter, tech sites, marketing agency sites, marketing influencer blogs, etc. | 15-17 | **Class discussion** around the pace of technology and personal experience with and dependence on tech.  **Class brainstorm** of ways to keep up-to-date with latest technology trends.  **Class discussion** around when it’s best to use certain technologies i.e. with which market strategy, in which industry, to meet which KPIs.  **Activity 3** - In pairs, create a presentation about one of the technology trends as assigned by the tutor. | **6USM E5 LO5 Activity 3 – Technology trends** |
|  | Review of session and learning outcomes | Learners should be confident that they understand a) the most important trends in technology for marketers to be aware of, and b) how to stay up-to-date with the latest marketing trends. |  |  |  |

### SESSION 3: Changes, challenges and trends

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** |
| 4 hours | Introduction to session and learning outcomes | Use file: **6USM Tutor Presentation E5.pptx**  Assessment criterion 5.2 Evaluate future trends and challenges for the future of strategic marketing |  | Class discussion around what was learned in the last session. |  |
| Marketing strategy and new social ventures | Explain the origins and purpose of CSR within organisations and give an overview of how to recognise CSR efforts. Direct learners to some key examples of CSR for example in the study guide as they prepare to write their personal essay on CSR as a marketing tool and its integration with the marketing function.  **Facilitate Activity 4.** | 18-19 | **Class discussion** around CSR activities that learners may have seen from locally relevant brands.  **Activity 4 -** Individually, in class or as homework, consider a CSR activity with a brand or company and evaluate how it has contributed to marketing strategy. | **6USM E5 LO5 Activity 4 – Evaluating CSR as part of strategic marketing** |
| Changes in the business environment | Discuss how changes in the wider and international business environment can impact the marketing function, leading **Class discussion** on the examples listed and ensuring learners can identify particular challenges or issues relating to specific industries or organisations, using locally-relevant organisations as a starting point. (Recall back to discussion of globalisation in previous sessions.)  Give an overview of what has contributed to increased pace of economic change and increasing competitive pressures as a result of globalisation and assign groups to prepare presentations around how strategic marketers can prepare for these.  **Facilitate Activity 5.** | 20-22 | Slide 20 - class discussion around each factor and how it can impact the marketing function.  **Activity 5** - in groups, imagine you are running an organisation and write steps to anticipate and prepare for either increased pace of economic change and increasing competitive pressures. | **6USM E5 LO5 Activity 5 – Changes in the business environment** |
|  | Organisational challenges and changes | Express that organisational change can have a huge impact on organisational direction and that often mission and vision and therefore strategy and likely objectives will change as a result of this.  Give key examples based on locally relevant organisations, and explain the key causes for organisational changes including: *new structures, mergers, partnerships, strategic alliances -* giving examples where possible and noting the potential impact of each.  Use the mitigation guidelines as the start of a **Class discussion** around the specific impact each could have on the daily running and overall strategic marketing function. | 23-24 | Slide 23 - **Class discussion** of different causes for internal changes and how the mitigation factors can improve these. |  |
|  | Customised positioning | Explain the rise of customised positioning as a marketing trend and the technological factors that have contributed to this.  Lead a **Class discussion** around how effective personalised marketing strategies learners have experienced are, and brief learners on their group presentations.  **Facilitate Activity 6.** Ensure discussion after each presentation focuses on what could have been done to improve the effectiveness of these campaigns and creative examples to support. | 25-26 | Slide 25 - **Class discussion** of times learners have experienced personalised marketing and the effectiveness of this.  **Activity 6** - in groups, create case studies of personalised marketing in locally-relevant organisations, evaluate the success and give creative examples to support this. | **6USM E5 LO5 Activity 6 – Personalised marketing** |
|  | Review of session and learning outcomes | Learners should be confident in how business environment and organisational changes impact the marketing function. |  | Ask any questions covering uncertainties. |  |
|  | Review of unit | Discuss the learning outcomes for the full syllabus. Answer questions from the class.  Plan and deliver revision sessions including assignment briefing. |  |  |  |