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Scheme of Work

Programme/Qualification Title:	Module/Unit Title/Ref No:
CIM Level 6 Diploma in Professional Marketing	Innovation in Marketing (VRQ)

Tutor:	No of weeks/sessions *or* Start/end dates:	Hours per week/per session:	Total GLH:
Mr Adam Gavaza	37.5	4hours (2hours twice a week)	150

Module/Unit Aims:

To take a visionary approach and embedded innovation to help your organisation deal with the challenges of a fast moving market place

To understand the relationship between marketing and innovation and recognise the key factors in building and nurturing innovation within the market function

To use internal and external marketing in supporting a specific innovation

Module/Unit Learning Outcomes:

By the end the module learners should be able to :

Unit 1: Innovation

-Understand how innovation and disruption are influencing organisation growth

Assess the key factors that facilitate innovation in organisations

Unit 2: Innovation Marketing

-Apply principles of innovation throughout the marketing function
-Develop a business case for a marketing related innovation

Unit 3: Innovation in action

-Understand the activities required for the implementation of innovative marketing
-Develop a plan for the communication of innovation

Date/ Week/	No. of GLH	Topic/Content	Learning Outcome(s)	Method(s) of delivery	Resources	Assessment, i.e. means of

Session No:						evaluating achievement of Learning Outcomes
1 to 8	8	CHAPTER 1 Assess how innovation is changing the external market in which organisations operate -Environmental scanning , trends , discovery theory -Disruptive innovation and digital disruption -Emerging economies and innovations -Competitive Advantage – Differentiation , Focus and Low-Cost	Understand how innovation and disruption are influencing growth	Face Lecturing and online lessons	MyCIM journals Textbook, and SEO	On-going basis using questions (assignment) and presentations
9 to 12	8	Analyse the business opportunities and challenges available within markets -Discovery driven planning -Traditional business plans (SOSTAC) -Developing business models -Internal and External approaches -Business process re-engineering				
	10	1,3 Identify the challenges faced by an organisation in developing and implementing innovative strategies				

		-External environmental factors -Competition -Leadership buy-in -Budget /Capital requirements -Resistance to change			
	6	**Chapter 2** 2.1 Analyse the key features of an innovative organisation -Vision and styles of leadership -Organisational structures -Key individuals and team working -Creative climate /Culture -External focus – market orientations -Boundary spanning and networks	2. Assess the key factors that facilitate innovation in organisations	Face Lecturing and online lessons	On-going basis using questions (assignment) and presentations Class presentations
	6	2.2 Apply the different dimensions of innovation to an organisation's marketing approach -Invention , creativity and innovation -Disruptive and sustaining innovators -Product , process and platform innovation -Open and closed approaches to innovation -Radical and Incremental forms of innovation			Student task assessment to be done on a regular basis

		-Market pull vs., Technology innovation			
	10	Analyse the relationship between organisational infrastructure and process management in supply chain management • Theoretical perspectives on added value • Aspects of organisational infrastructure: culture, organisational structure and systems • Process management: the sourcing process in procurement and managing stages of the process • Process mapping techniques • Value chain analysis			
	10	**Compare approaches to improving supply chains** • The spectrum of relationships in a supply chain • The collaborative model of supply chain management: partnering and strategic relationship management			

		• The competitive model of supply chain management • The outsourcing of work or services • Off shoring, global procurement and low cost country sourcing				
7	2	In class test	To measure the level of understanding from the covered chapter			In class test for Chapter 2
8 to 13	14	**<u>CHAPTER 3</u>** 3.1 Assess how the marketing function can develop innovative approaches to current market challenges -Cross –functional and self – managing teams -Learning , training and development -Information sharing -Support of innovative business models -Adaptive /flexible approaches -Use of appropriate market research techniques and sources of information -Use of innovation networks	3. Apply principles of innovation throughout the marketing function	Face to face lecturing and online lessons	Use of the recommend ed text book , My Cim journals and SEO	On-going basis using questions (assignment) and presentations especially the tasks
	4	3.2 Determine how innovation approaches to current market challenges				

	12	-Generating idea -Screening -Business analysis -Development of a small –scale trial -Testing techniques -Commercial launch -Effective exit routes for unsuccessful ventures				
	10	3.3 Determine how stakeholders relationships can be better leveraged through innovative approaches -Customer relationships i.e. User trials , leading practitioners and co-creation -Engagement of suppliers and other networks -Managing different types of innovation networks including ideagoras , crowdsourcing , online forums , and open platforms	4. Develop a business case for a marketing related innovation			
	4	4.1 Evaluate the options for innovation -Product/ Service /Program -Business model -Out- Sourced vs internally implemented -Adaptable /Flexible/Agile -Benchmarking -Collaborative /Partnerships -Assessing acceptability ,feasibility or				

		suitability			
	8	4.2 Analyse the risks benefits of innovation proposal -Risks and benefits of the proposal -Strategic /Operational /Tactical -Financial -Reputational -Competition 4.3 Develop a business case for change -Factors driving change -Scope of change required -Recognition of need for change and commitment from stake holder groups -Structure the business case -Project proposal			
	12	5.1 Describe a marketing plan to support the launch of innovation approaches -Background -Appropriate research techniques -Section of relevant sources of information -Objectives -Strategies	Understand the required activities for implementation of innovative marketing		

	14	-Tactics -Action -Evaluation and Implementation 5.2 Determine cultural change to support the implementation of innovative approaches -Current Organisational culture -Levels of trust and Openness -Space and support for ideas -Attitudes to risk taking -Degrees of freedom to experiment -Fit with business strategy -Strategies for culture change -Development of a culture for managing risk				
	6		6. Develop a plan for the communication of innovation			
	6	6.1 Create internal and external marketing plans to launch /support chosen innovation -Internal communication plans -External communication plans -Target audiences -Key messages -Implementation				

		-Evaluation and measurement criteria -Agency relationships 6.2 Determine the relevant metrics required to measure the success of innovation -Soft and hard measures of success -Achievement of objectives -ROI -Metric dashboards -Latest trends in metrics and their impact				
14	2	Class Test	To measure the level of success of the whole module			In class test for Chapter 2
15 to 21		Final Assessment of the Tasks	To determine the level of appreciation of the module	Marking and Corrections before submissions		On-going exercise
22	2	In class presentations				In class

					presentations
23 to 24	4	Revisions	Revisions	Revisions	Face to Face Interactions

Total number of GLH:	Syllabus content fully covered:				All Learning Outcomes fully covered:				If syllabus/learning outcomes not fully covered, where/how will these be covered elsewhere?
150	Yes	☒	No	☐	Yes	☒	No	☐	