

Unit 328

Guidance Notes

THE FOLLOWING IS A GUIDE ONLY

SECTION ONE

- Q1.1 Stakeholders: internal and external customers, investors, client, shareholders
- Q1.2 Stakeholder Mapping: use of a tool to analyse the relationship between stakeholders, e.g. areas of communality between stakeholders
- Q1.5 Features: political, economic, social, technological, legal, ethical
- Q1.7 Synergies: working in partnership
- Q1.7 Conflict: internal and external conflict

SECTION TWO

- Q2.3 Communication Plans: service level agreements, frequency of updates
- Q2.6 Know the structure of a marketing department and the individual roles and responsibilities

SECTION THREE

- Q3.2 Methods: survey, annual review, ad-hoc contact, account management
- Q3.4 Marketing Environment: political, economic, social, technological, ethical, legal, competitors
- Q3.5 Consider the impact of the changes in market environment
- Q3.6 Reporting Systems: CRM system, internal communication (verbal/non-verbal)