

# MODULE THREE:

## MARKETING DELIVERY & MEASUREMENT

The final module focuses on delivery and measurement. You'll be given all the tools and templates you need to deliver and implement your strategy successfully. You'll also learn how to measure your strategy's effectiveness and how to analyse data to show maximum impact.

The final stage of our programme guides you through implementing and measuring the tactics you have defined in your newly developed integrated marketing strategy.

You'll receive all of the tools and templates you need to deliver projects successfully and guidance on how to use them. We'll take you through developing an operations plan to structure delivery and you'll learn how to develop comprehensive briefs and detailed project plans so you can manage projects with ease.

In order to demonstrate business impact, you'll learn how to develop a sophisticated measurement framework centred around business objectives. We'll also guide you through developing a monthly progress report to share with your senior team as you continue to implement your strategy.

### MODULE STRUCTURE

- Building an operations plan
- Project planning
- Creating a measurement framework
- Analysing data
- Writing a clear brief
- Effective reporting