Chartered Institute of Marketing level 6 - Innovation Marketing Paper details: The paper has 3 parts: Part 1: Report format 1. Examine the impact of your chosen organisation’s macro environment on its ability to develop and implement innovative approach to strategy 2. Assess your organisation’s strengths and weaknesses as to how it could become more innovative in the attainment of your selected theme objective. Part 2: Proposal and Business Case 1. Evaluate how improved organisational cross-functional working could help the marketing function to develop innovative approaches to meet the stated objective of your selected theme. 2. Recommend, with justification, one option for innovation that could deliver the stated objectives of your selected theme. 3. DEVELOP A BUSINESS CASE THAT WILL PERSUADE YOUR SMT TO ADOPT THE INNOVATION THAT YOU HAVE RECOMMENDED IN TASK 2(b). THE BUDINESS CASE MUST INCLUDE: 1. The risks and benefits of the option for innovation (including how risks will be managed and benefits realisation will be tracked) 2. Analysis of relevant stakeholders, their needs and how they will be engaged with 3. The human resources required 4. Relevant financial analysis including a budget 5. Critical success factors 6. Gantt chart showing clear start and end dates. Part 3: Marketing communications plan 1. Develop a marketing plan to launch the innovative approach put forward in task 2c: your plan must: • Incorporate all elements of a conventional marketing plan, including activities and considerations for communications • Consider relevant messages, tools and channels for both internal and external audiences • Focus on meeting the stated objective of your selected theme • Give details of metrics to be used to measure the success of the plan. 2. Recommend with justification one change to the current culture of your chosen organisation that would encourage more support for the application of innovation in relation to your selected theme objective. Please refer to MMCL\_DEEP DIVE\_IM\_Task 1\_2\_3\_2022-2023 Assessment Guide\_Final\_MASTERv2 document and command words file for details and word count for each task