

SEVERN BUSINESS COLLEGE

SBC Level 3 Diploma in Marketing Management

Course Handbook

Qualification
SBC Level 3 Diploma in Marketing Management

Level
3

Total Qualification Time
1200

Credit Value
120

Aim of the Course
The Level 3 Diploma in Marketing Management is designed to equip learners with a solid foundation in modern marketing principles, strategic thinking, and effective business communication. The course provides learners with a comprehensive understanding of marketing concepts, digital strategies, customer behavior, and brand management. Through a combination of theoretical and practical approaches, students will develop the analytical and creative skills required to plan, implement, and evaluate marketing campaigns in diverse business environments.

Assessment
Assessment is through practical assignments, with no exams - to more accurately reflect the real working environment.

Course Structure

SBC Level 3 Diploma in Marketing Management			
Unit number	**Units**	**Unit level**	**Unit credit**
1	Principles of Marketing and Business	3	20
2	Consumer Behaviour and Market Research	3	20
3	Digital Marketing Strategies	3	20
4	Brand Management and Promotion	3	20
5	Marketing Communications and Public Relations	3	20
6	Strategic Marketing Planning	3	20

Assessment Grades

Grade	Marking Criteria
Pass	All learning outcomes are achieved. All assessment criteria are met.
Fail	All learning outcomes are not achieved. All assessment criteria are not met.
No Marks	Plagiarism

UNIT SPECIFICATIONS

Unit Title
Principles of Marketing and Business

Level
3

Learning Time Hours
200

Credit Value
20

Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Understand the role of marketing within business.	1.1 Explain the importance of marketing in achieving business objectives. 1.2 Analyse how marketing supports other functional areas of a business.
2. Understand the marketing environment.	2.1 Identify the factors influencing marketing decisions. 2.2 Evaluate the impact of external factors on marketing activities.

3. Understand market segmentation, targeting, and positioning.	3.1 Explain the process of segmenting and targeting markets. 3.2 Assess how positioning strategies can enhance brand success.
4. Understand the marketing mix (7Ps).	4.1 Describe each element of the marketing mix. 4.2 Analyse how businesses integrate the marketing mix to achieve objectives.

UNIT SPECIFICATIONS

Unit Title
Consumer Behaviour and Market Research

Level
3

Learning Time Hours
200

Credit Value
20

Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Understand the principles of consumer behaviour.	1.1 Explain key factors that influence consumer decision-making. 1.2 Evaluate how consumer behaviour impacts marketing strategies.
2. Understand the market research process.	2.1 Describe the stages of the market research process. 2.2 Analyse how data is used to inform marketing decisions.
3. Be able to design and conduct market research.	3.1 Develop a market research plan for a given business scenario. 3.2 Interpret data and present research findings effectively.
4. Understand ethical considerations in market research.	4.1 Explain the importance of ethics in market research. 4.2 Evaluate potential ethical issues in data collection and analysis.

UNIT SPECIFICATIONS

Unit Title
Digital Marketing Strategies

Level
3

Learning Time Hours
200

Credit Value
20

Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Understand the scope and importance of digital marketing.	1.1 Define digital marketing and its components. 1.2 Analyse the advantages of digital marketing over traditional methods.
2. Understand key digital marketing channels.	2.1 Describe the main digital marketing channels and tools. 2.2 Evaluate their effectiveness in reaching target audiences.
3. Be able to plan a digital marketing campaign.	3.1 Create a digital marketing strategy for a chosen business. 3.2 Justify the selection of digital tools used in the campaign.
4. Understand digital marketing analytics.	4.1 Identify metrics used to measure online marketing performance. 4.2 Analyse data to make recommendations for improvement.

UNIT SPECIFICATIONS

Unit Title
Brand Management and Promotion

Level
3

Learning Time Hours
200

Credit Value
20

Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Understand the concept of branding.	1.1 Define branding and its role in marketing. 1.2 Explain how strong brands add value to a business.
2. Understand brand identity and positioning.	2.1 Describe elements of brand identity. 2.2 Evaluate strategies used to position a brand in the marketplace.
3. Understand promotional strategies.	3.1 Explain the main types of promotional activities. 3.2 Assess how promotional activities contribute to marketing objectives.
4. Be able to plan a brand promotion campaign.	4.1 Develop a brand promotion plan for a selected product or service. 4.2 Justify the promotional mix used in the campaign.

UNIT SPECIFICATIONS

Unit Title
Marketing Communications and Public Relations

Level
3

Learning Time Hours
200

Credit Value
20

Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Understand the principles of marketing communications.	1.1 Explain the concept and importance of integrated marketing communications (IMC). 1.2 Analyse how IMC contributes to brand coherence.
2. Understand communication channels and message design.	2.1 Identify different communication channels used in marketing. 2.2 Evaluate the effectiveness of marketing messages.
3. Understand the role of public relations.	3.1 Explain the purpose and functions of public relations. 3.2 Analyse how PR supports marketing and brand reputation.
4. Be able to create a communications plan.	4.1 Develop a marketing communications plan for a product or service. 4.2 Justify the choice of communication tools used.

UNIT SPECIFICATIONS

Unit Title

Strategic Marketing Planning

Level
3

Learning Time Hours
20

Credit Value
20

Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

Learning Outcome	Assessment Criteria
1. Understand the role of strategic marketing planning.	1.1 Define strategic marketing planning. 1.2 Analyse the link between corporate strategy and marketing strategy.
2. Be able to analyse the marketing environment.	2.1 Conduct a SWOT and PESTLE analysis for a business. 2.2 Evaluate the implications of findings for marketing strategy.
3. Be able to formulate marketing strategies.	3.1 Develop marketing objectives aligned with business goals. 3.2 Propose strategies to achieve these objectives.
4. Be able to monitor and evaluate marketing performance.	4.1 Identify key performance indicators (KPIs) for marketing activities. 4.2 Explain how results can be used to improve future performance.

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