



SEVERN  
BUSINESS  
COLLEGE

**CPD Level 4 Certificate of Higher  
Education in Marketing Management**

**Course Handbook**



**Qualification**

CPD Level 4 Certificate of Higher Education in Marketing Management

**Level**

4

**Guided Learning Hours**

480

**Total Qualification Time Hours**

1200

**Credit Value**

120

**Qualification Objective**

How do marketing function and operates in a business? Will the marketing change due to business, technology and society changes? These are the sorts of questions marketing professionals seek for answers and the course provides answers by covering a wide range of topics, rooting fundamental marketing principles in a contemporary business context.

In addition to providing a comprehensive knowledge of business and marketing management, the structure of the course ensures that students have the widest possible range of career, employment and higher education opportunities available to them on completion of the course.

**Assessment**

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

**Unit Structure of the Qualification**

Units	Unit level	Unit credit
Operational Marketing	4	30
Business Organisations	4	30
Organisational Behaviour	4	30
Business Technologies	4	30

**Assessment Grades**

Marks Ranges	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**

Operational Marketing

**Level**

4

**Guided Learning Hours**

80

**Learning Time Hours**

300

**Credit Value**

30

**Learning Outcomes**

LO1- Understand the marketing process

LO2 - Understand the marketing mix

LO3 - Understand the value of marketing research to an organisation

**Learning Outcomes and Assessment Criteria**

The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

<b>Learning Outcome</b> <i>To achieve this unit a learner must:</i>	<b>Assessment Criteria</b> <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
LO1- Understand the marketing process	1.1 Explain the relationship between a marketing strategy and the achievement of organisational objectives 1.2 Assess the relationship between marketing and other functions 1.3 Explain the components of an effective marketing plan 1.4 Assess an organisation's market orientation
LO2 - Understand the marketing mix	2.1 Analyse the components of the marketing mix 2.2 Explain the application of the marketing mix of products at different stages of their life cycle 2.3 Assess the link between the marketing mix and customers' needs
LO3 - Understand the value of marketing research to an organisation	3.1 Assess the importance of marketing research and data in defining the marketing mix for a product or service 3.2 Evaluate the relative merits of marketing research theories 3.3 Evaluate the usefulness of marketing research and data and their contribution to business decision-making

## UNIT SPECIFICATIONS

### Unit Title

Business Organisations

### Level

4

### Guided Learning Hours

80

### Learning Time Hours

300

### Credit Value

30

### Learning Outcomes

LO1 - Understand the organisation of a business

LO2 - Understand management of information in business organisations

LO3 - Understand the management of risk in business organisations

### Learning Outcomes and Assessment Criteria

The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

<b>Learning Outcome</b> <i>To achieve this unit a learner must:</i>	<b>Assessment Criteria</b> <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
LO1- Understand the organisation of a business	1.1 Analyse how the company vision, aims, objectives and strategy relate to each other and their impact on an organisation 1.2 Analyse roles and responsibilities within a business 1.3 Assess the role of a stakeholder in the structure and organisation of a business 1.4 Assess the way in which the structure of an organisation affects its resource requirements 1.5 Analyse the ways in which organisation functions interrelate in order to achieve corporate objectives

LO2 - Understand management of information in business organisations	2.1 Explain the uses of business information 2.2 Evaluate the suitability of different sources of information for business use 2.3 Analyse the requirements, features and uses of an information system 2.4 Assess the security measures needed to protect business information 2.5 Analyse the role of systems thinking to ensure efficient business performance
LO3 - Understand the management of risk in business organisations	3.1 Evaluate the role of and techniques for managing risk in business organisations 3.2 Explain the purpose and features of contingency planning in business organisations

## UNIT SPECIFICATIONS

### Unit Title

Organisational Behaviour

### Level

4

### Guided Learning Hours

80

### Learning Time Hours

300

### Credit Value

30

### Learning Outcomes

LO1 - Understand the principles of organisational behaviour

LO2 - Understand how to apply management and leadership to enhance organisational behaviour

LO3 - Understand motivation in business

### Learning Outcomes and Assessment Criteria

The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

<b>Learning Outcome</b> <i>To achieve this unit a learner must:</i>	<b>Assessment Criteria</b> <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
LO1- Understand the principles of organisational behaviour	1.1 Examine the concepts, theories and models of organisational behaviour 1.2 Assess the characteristics of organisational culture and its impact on behaviour 1.3 Analyse how an individual affects organisational behaviour 1.4 Analyse how a group affects organisational behaviour 1.5 Assess the impact of organisational behaviour on organisational functioning and effectiveness
LO2 - Understand how to apply management and leadership to enhance organisational behaviour	2.1 Examine the key issues related to managing people in organisations 2.2 Analyse the differences between leadership and management in organisations 2.3 Examine the role of the manager in relation to organisational behaviour and the achievement of organisational goals 2.4 Analyse the skills and attributes required for effective leadership
LO3 - Understand motivation in business	3.1 Evaluate the application of motivational theories 3.2 Analyse the use of reward and remuneration as a

	<p>motivator</p> <p>3.3 Analyse the extent to which motivators can impact upon employee commitment and employee performance</p> <p>3.4 Evaluate the components of a motivational framework</p> <p>3.5 Assess the nature, value and development of the psychological contract</p>
--	--

## UNIT SPECIFICATIONS

### Unit Title

Business Technologies

### Level

4

### Guided Learning Hours

80

### Learning Time Hours

300

### Credit Value

30

### Learning Outcomes

LO1 - Understand the concept of business technologies

LO2 - Understand the impact of business technologies

LO3 - Understand the development of new business technologies

### Learning Outcomes and Assessment Criteria

The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

<b>Learning Outcome</b> <i>To achieve this unit a learner must:</i>	<b>Assessment Criteria</b> <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
LO1- Understand the concept of business technologies	<p>1.1 Assess the nature and potential of emerging business technologies</p> <p>1.2 Analyse the changes in business and investment needed to adapt to new technologies</p> <p>1.3 Analyse the way in which regulation affects the adoption of new technologies</p> <p>1.4 Analyse the concept and uses of Software as a service</p>
LO2- Understand the impact of business technologies	<p>2.1 Analyse the impact of business technologies on business processes, strategy and operations, business systems and working practices</p> <p>2.2 Analyse the need for new or different organisational structures in response to technological developments</p> <p>2.3 Analyse the influence of the use of technology on organisational culture</p> <p>2.4 Analyse the impact of business technologies on skill needs and training requirements</p> <p>2.5 Assess the impact of business technologies on customer service and competitiveness</p>
LO3 - Understand the development of new business technologies	<p>3.1 Assess the process of new business technology development</p> <p>3.2 Analyse the process by which new business technology development is implemented in the workplace</p> <p>3.3 Analyse the advantages and disadvantages that new business technology can bring to the workplace</p> <p>3.4 Analyse how new business technologies can change and impact how people work</p>

- |  |   |
|--|---|
|  | <ul style="list-style-type: none"><li>3.5 Assess the role and importance of testing and piloting</li><li>3.6 Analyse the factors to be taken into account in bringing new business technologies to market</li></ul> |
|--|---|