



SEVERN
BUSINESS
COLLEGE

**CPD Level 5 Diploma of Higher Education
in Marketing Management**

Course Handbook

Qualification

CPD Level 5 Diploma of Higher Education in Marketing Management

Level

5

Guided Learning Hours

640

Total Qualification Time Hours

2400

Credit Value

240

Qualification Objective

The Level 5 Diploma of Higher Education in Marketing Management is a comprehensive program designed to equip students with advanced knowledge and practical skills in the dynamic field of marketing. Spanning 240 credits, this diploma offers a deep dive into critical marketing concepts, strategies, and practices essential for thriving in today's competitive business environment. Students will explore topics such as consumer behavior, digital marketing, brand management, and market research, gaining both theoretical insights and hands-on experience. The curriculum is tailored to foster strategic thinking, creativity, and analytical skills, preparing graduates to take on leadership roles in marketing management. This qualification serves as a stepping stone for further education or immediate entry into the workforce, providing a robust foundation for a successful career in marketing. Whether aiming for a corporate marketing department or entrepreneurial ventures, this diploma empowers students to excel in various marketing domains.

Assessment

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

Unit Structure of the Qualification

Level 5 Diploma of Higher Education in Marketing Management (240 credits):

Stage A Level 4 Certificate of Higher Education in Marketing Management (120 credits)

Units	Unit level	Unit credit
Principles of Marketing	4	20
Consumer Behavior	4	20
Digital Marketing	4	20
Market Research and Analysis	4	20
Brand Management	4	20
Integrated Marketing Communications	4	20

Stage B Level 5 Diploma of Higher Education in Marketing Management (120 credits)

Units	Unit level	Unit credit
Strategic Marketing Management	5	20
International Marketing	5	20
Services Marketing	5	20
Social Media Marketing	5	20
Marketing Analytics	5	20
Ethical and Sustainable Marketing	5	20

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

Principles of Marketing

Level

4

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

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.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand the core concepts of marketing and the marketing mix.	1.1 Describe the elements of the marketing mix (4Ps: Product, Price, Place, Promotion). 1.2 Analyze how the marketing mix is used to achieve marketing objectives. 1.3 Evaluate the role of branding in the marketing mix.
2. Analyze the role of marketing in organizations.	2.1 Identify the functions of marketing within an organization. 2.2 Evaluate the impact of marketing on organizational success. 2.3 Analyze the relationship between marketing and other business functions.
3. Evaluate the influence of external factors on marketing activities.	3.1 Describe the impact of economic, social, and technological factors on marketing. 3.2 Analyze the effects of legal and regulatory changes on marketing strategies. 3.3 Evaluate the implications of globalization for marketing practices.
4. Develop skills in creating effective marketing strategies.	4.1 Identify the key components of a marketing strategy. 4.2 Evaluate the effectiveness of different marketing strategies. 4.3 Analyze the role of market research in developing marketing strategies.

UNIT SPECIFICATIONS

Unit Title

Consumer Behavior

Level

4

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

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.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand the factors influencing consumer behavior.	1.1 Describe the key drivers of consumer behavior. 1.2 Analyze the impact of cultural, social, and psychological factors on consumer decisions. 1.3 Evaluate the role of consumer behavior in marketing strategy development.
2. Analyze consumer decision-making processes.	2.1 Identify the stages of the consumer decision-making process. 2.2 Evaluate the effectiveness of marketing strategies in influencing consumer decisions. 2.3 Analyze the role of brand loyalty in consumer decision-making.
3. Evaluate the effectiveness of consumer	3.1 Identify key methods for conducting consumer behavior research.

behavior research.	3.2 Analyze the outcomes of a consumer behavior research initiative. 3.3 Evaluate the impact of consumer insights on marketing strategies.
4. Develop skills in applying consumer behavior insights to marketing.	4.1 Identify ways to incorporate consumer behavior insights into marketing strategies. 4.2 Evaluate the effectiveness of marketing campaigns based on consumer behavior insights. 4.3 Analyze the role of consumer segmentation in targeted marketing.

UNIT SPECIFICATIONS

Unit Title

Digital Marketing

Level

4

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

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.

Learning Outcome	Assessment Criteria
<i>To achieve this unit a learner must:</i>	<i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand the principles of digital marketing and its importance in the modern business environment.	1.1 Describe key digital marketing concepts and terminology. 1.2 Analyze the impact of digital marketing on consumer engagement. 1.3 Evaluate the role of digital marketing in achieving business objectives.
2. Develop skills in designing and implementing digital marketing campaigns.	2.1 Identify the components of an effective digital marketing campaign. 2.2 Evaluate the effectiveness of different digital marketing channels and tools. 2.3 Analyze the role of content marketing in digital marketing strategies.
3. Evaluate the effectiveness of digital marketing initiatives.	3.1 Identify key performance indicators for assessing digital marketing campaigns. 3.2 Analyze the outcomes of a digital marketing initiative. 3.3 Evaluate the return on investment (ROI) of digital marketing activities.
4. Understand the challenges and solutions in digital marketing.	4.1 Describe common challenges in digital marketing. 4.2 Analyze strategies for overcoming digital marketing challenges. 4.3 Evaluate the role of technology in enhancing digital marketing practices.

UNIT SPECIFICATIONS

Unit Title

Market Research and Analysis

Level

4

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

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.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand the principles of market research and its role in marketing decision-making.	1.1 Describe key market research concepts and terminology. 1.2 Analyze the role of market research in supporting marketing strategies. 1.3 Evaluate the impact of market research on organizational success.
2. Develop skills in designing and conducting market research projects.	2.1 Identify the stages of the market research process. 2.2 Evaluate the effectiveness of different research methods and techniques. 2.3 Analyze the role of data collection and analysis in market research.
3. Evaluate the effectiveness of market research initiatives.	3.1 Identify key performance indicators for assessing market research. 3.2 Analyze the outcomes of a market research initiative. 3.3 Evaluate the impact of market research on marketing strategies.
4. Understand the challenges and solutions in market research.	4.1 Describe common challenges in market research. 4.2 Analyze strategies for overcoming market research challenges. 4.3 Evaluate the role of technology in enhancing market research practices.

UNIT SPECIFICATIONS

Unit Title

Brand Management

Level

4

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

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.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand the principles of brand management and its importance in marketing.	1.1 Describe key brand management concepts and terminology. 1.2 Analyze the impact of brand management on consumer perception. 1.3 Evaluate the role of brand management in achieving competitive advantage.
2. Develop skills in designing and implementing brand strategies.	2.1 Identify the components of an effective brand strategy. 2.2 Evaluate the effectiveness of different brand positioning techniques. 2.3 Analyze the role of brand equity in brand management.
3. Evaluate the effectiveness of brand management initiatives..	3.1 Identify key performance indicators for assessing brand management. 3.2 Analyze the outcomes of a brand management initiative. 3.3 Evaluate the impact of brand management on organizational success.
4. Understand the challenges and solutions in brand management..	4.1 Describe common challenges in brand management. 4.2 Analyze strategies for overcoming brand management challenges. 4.3 Evaluate the role of technology in enhancing brand management practices.

UNIT SPECIFICATIONS

Unit Title

Integrated Marketing Communications

Level

4

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

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.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand the principles of integrated marketing communications (IMC) and its role in marketing.	1.1 Describe key IMC concepts and terminology. 1.2 Analyze the impact of IMC on consumer engagement and brand awareness. 1.3 Evaluate the role of IMC in achieving marketing objectives.
2. Develop skills in designing and implementing IMC campaigns.	2.1 Identify the components of an effective IMC campaign. 2.2 Evaluate the effectiveness of different communication channels and tools. 2.3 Analyze the role of creativity in IMC strategies.
3. Evaluate the effectiveness of IMC initiatives.	3.1 Identify key performance indicators for assessing IMC campaigns. 3.2 Analyze the outcomes of an IMC initiative. 3.3 Evaluate the return on investment (ROI) of IMC activities.
4. Understand the challenges and solutions in integrated marketing communications.	4.1 Describe common challenges in IMC. 4.2 Analyze strategies for overcoming IMC challenges. 4.3 Evaluate the role of technology in enhancing IMC practices.

UNIT SPECIFICATIONS**Unit Title**

Strategic Marketing Management

Level

5

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

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.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand the principles of strategic marketing management and its role in business success.	1.1 Describe key strategic marketing concepts and terminology. 1.2 Analyze the impact of strategic marketing on organizational performance. 1.3 Evaluate the role of strategic marketing in achieving competitive advantage.
2. Develop skills in designing and implementing strategic marketing plans.	2.1 Identify the components of an effective strategic marketing plan. 2.2 Evaluate the effectiveness of different strategic marketing tools and techniques.

	2.3 Analyze the role of market segmentation and targeting in strategic marketing.
3. Evaluate the effectiveness of strategic marketing initiatives.	3.1 Identify key performance indicators for assessing strategic marketing. 3.2 Analyze the outcomes of a strategic marketing initiative. 3.3 Evaluate the impact of strategic marketing on organizational success.
4. Understand the challenges and solutions in strategic marketing management.	4.1 Describe common challenges in strategic marketing management. 4.2 Analyze strategies for overcoming strategic marketing challenges. 4.3 Evaluate the role of technology in enhancing strategic marketing practices.

UNIT SPECIFICATIONS

Unit Title

International Marketing

Level

5

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

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.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand the principles and challenges of international marketing.	1.1 Describe key international marketing concepts and terminology. 1.2 Analyze the impact of cultural differences on international marketing strategies. 1.3 Evaluate the role of international marketing in global business expansion.
2. Develop skills in designing and implementing international marketing strategies.	2.1 Identify the components of an effective international marketing strategy. 2.2 Evaluate the effectiveness of different international marketing channels and tools. 2.3 Analyze the role of market entry strategies in international marketing.
3. Evaluate the effectiveness of international marketing initiatives.	3.1 Identify key performance indicators for assessing international marketing. 3.2 Analyze the outcomes of an international marketing initiative. 3.3 Evaluate the impact of international marketing on organizational success.
4. Understand the challenges and solutions in international marketing.	4.1 Describe common challenges in international marketing. 4.2 Analyze strategies for overcoming international marketing challenges. 4.3 Evaluate the role of technology in enhancing international marketing practices.

UNIT SPECIFICATIONS

Unit Title

Services Marketing

Level

5

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

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.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand the principles of services marketing and its importance in the service industry.	1.1 Describe key services marketing concepts and terminology. 1.2 Analyze the impact of services marketing on customer satisfaction and loyalty. 1.3 Evaluate the role of services marketing in achieving competitive advantage.
2. Develop skills in designing and implementing services marketing strategies.	2.1 Identify the components of an effective services marketing strategy. 2.2 Evaluate the effectiveness of different services marketing techniques. 2.3 Analyze the role of service quality in services marketing.
3. Evaluate the effectiveness of services marketing initiatives.	3.1 Identify key performance indicators for assessing services marketing. 3.2 Analyze the outcomes of a services marketing initiative. 3.3 Evaluate the impact of services marketing on organizational success.
4. Understand the challenges and solutions in services marketing.	4.1 Describe common challenges in services marketing. 4.2 Analyze strategies for overcoming services marketing challenges. 4.3 Evaluate the role of technology in enhancing services marketing practices.

UNIT SPECIFICATIONS

Unit Title

Social Media Marketing

Level

5

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

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.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand the principles of social media marketing and its role in digital marketing.	1.1 Describe key social media marketing concepts and terminology. 1.2 Analyze the impact of social media marketing on consumer engagement. 1.3 Evaluate the role of social media marketing in achieving marketing objectives.
2. Develop skills in designing and implementing social media marketing campaigns.	2.1 Identify the components of an effective social media marketing campaign. 2.2 Evaluate the effectiveness of different social media platforms and tools. 2.3 Analyze the role of content creation in social media marketing.
3. Evaluate the effectiveness of social media marketing initiatives..	3.1 Identify key performance indicators for assessing social media marketing. 3.2 Analyze the outcomes of a social media marketing initiative. 3.3 Evaluate the return on investment (ROI) of social media marketing activities.

4. Understand the challenges and solutions in social media marketing.	4.1 Describe common challenges in social media marketing. 4.2 Analyze strategies for overcoming social media marketing challenges. 4.3 Evaluate the role of technology in enhancing social media marketing practices.
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UNIT SPECIFICATIONS

Unit Title

Marketing Analytics

Level

5

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

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.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand the principles of marketing analytics and its importance in data-driven decision-making.	1.1 Describe key marketing analytics concepts and terminology. 1.2 Analyze the impact of marketing analytics on marketing strategies. 1.3 Evaluate the role of marketing analytics in improving marketing performance.
2. Develop skills in using marketing analytics tools and techniques.	2.1 Identify various marketing analytics tools and their applications. 2.2 Evaluate the effectiveness of different marketing analytics techniques. 2.3 Analyze the role of data visualization in marketing analytics.
3. Evaluate the effectiveness of marketing analytics initiatives.	3.1 Identify key performance indicators for assessing marketing analytics. 3.2 Analyze the outcomes of a marketing analytics initiative. 3.3 Evaluate the impact of marketing analytics on organizational success.
4. Understand the challenges and solutions in marketing analytics.	4.1 Describe common challenges in marketing analytics. 4.2 Analyze strategies for overcoming marketing analytics challenges. 4.3 Evaluate the role of technology in enhancing marketing analytics practices.

UNIT SPECIFICATIONS

Unit Title

Ethical and Sustainable Marketing

Level

5

Guided Learning Hours

80

Learning Time Hours

200

Credit Value

20

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.

Learning Outcome <i>To achieve this unit a learner must:</i>	Assessment Criteria <i>Assessment of this outcome will require a learner to demonstrate that they can:</i>
1. Understand the principles of ethical and sustainable marketing and its importance in modern business.	1.1 Describe key ethical and sustainable marketing concepts and terminology. 1.2 Analyze the impact of ethical and sustainable marketing on consumer perception. 1.3 Evaluate the role of ethical and sustainable marketing in achieving competitive advantage.
2. Develop skills in designing and implementing ethical and sustainable marketing strategies.	2.1 Identify the components of an effective ethical and sustainable marketing strategy. 2.2 Evaluate the effectiveness of different ethical and sustainable marketing techniques. 2.3 Analyze the role of corporate social responsibility (CSR) in ethical and sustainable marketing.
3. Evaluate the effectiveness of ethical and sustainable marketing initiatives..	3.1 Identify key performance indicators for assessing ethical and sustainable marketing. 3.2 Analyze the outcomes of an ethical and sustainable marketing initiative. 3.3 Evaluate the impact of ethical and sustainable marketing on organizational success.
4. Understand the challenges and solutions in ethical and sustainable marketing.	4.1 Describe common challenges in ethical and sustainable marketing. 4.2 Analyze strategies for overcoming ethical and sustainable marketing challenges. 4.3 Evaluate the role of technology in enhancing ethical and sustainable marketing practices.