



SEVERN  
BUSINESS  
COLLEGE

**CPD Level 6 Graduate Diploma in  
Marketing Management**

**Course Handbook**



**Qualification**

CPD Level 6 Graduate Diploma in Marketing Management

**Level**

6

**Guided Learning Hours**

480

**Total Qualification Time Hours**

1200

**Credit Value**

120

**Qualification Objective**

The Level 6 Graduate Diploma in Marketing Management qualification aims to develop a critical strategic understanding of contemporary management issues and the skill set required of a senior marketing professional. The learner will develop the strategic and managerial know-how to excel in a leadership role and be able to offer strong expertise in the field of marketing. The Level 6 Graduate Diploma in Marketing Management is at the same level as the final year of a Bachelors degree. In addition to providing a comprehensive knowledge of marketing management functions, 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
Strategic Marketing Management	6	20
Digital Marketing Management	6	20
Consumer Behavior	6	20
Market Research and Analysis	6	20
Brand Management	6	20
International Marketing	6	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**

Strategic Marketing Management

**Level**

6

**Guided Learning Hours**

80

**Learning Time Hours**

200

**Credit Value**

20

**Learning Outcomes and Assessment Criteria**

This unit focuses on developing strategic marketing plans and aligning marketing strategies with organizational goals.

<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>
1. Develop a Strategic Marketing Plan	1.1 Define the key components of a strategic marketing plan. 1.2 Analyze the internal and external factors affecting marketing strategy. 1.3 Create marketing objectives that align with organizational goals. 1.4 Develop a comprehensive strategic marketing plan for a case study organization.
2. Evaluate Marketing Strategies in Different Contexts	2.1 Assess the effectiveness of various marketing strategies in different industry contexts. 2.2 Analyze case studies of successful and unsuccessful marketing strategies. 2.3 Discuss the impact of market conditions on marketing strategy decisions. 2.4 Propose improvements to existing marketing strategies based on evaluation.
3. Analyze the Impact of Marketing Decisions on Business Performance	3.1 Evaluate how marketing decisions influence overall business performance. 3.2 Discuss the relationship between marketing and financial performance indicators. 3.3 Analyze case studies demonstrating the impact of marketing strategies on business success. 3.4 Propose methods for measuring the effectiveness of marketing decisions.
4. Design a Marketing Strategy Implementation Plan	4.1 Develop an implementation plan for a proposed marketing strategy. 4.2 Create a timeline and budget for executing the marketing plan. 4.3 Identify key performance indicators (KPIs) for monitoring progress. 4.4 Propose strategies for adjusting the plan based on performance feedback.

## UNIT SPECIFICATIONS

### Unit Title

Digital Marketing Management

### Level

6

### Guided Learning Hours

80

### Learning Time Hours

200

### Credit Value

20

### Learning Outcomes and Assessment Criteria

This unit covers the principles and practices of digital marketing, including social media, SEO, and content marketing.

<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>
1. Understand the Fundamentals of Digital Marketing	1.1 Define digital marketing and its key components. 1.2 Discuss the role of digital marketing in the modern business environment. 1.3 Analyze the benefits and challenges of digital marketing strategies. 1.4 Evaluate different digital marketing channels and their effectiveness.
2. Develop a Digital Marketing Strategy	2.1 Create a digital marketing strategy for a hypothetical organization. 2.2 Design campaigns using various digital marketing tools and techniques. 2.3 Analyze target audience behavior and preferences for digital marketing. 2.4 Propose methods for measuring and optimizing digital marketing campaign performance.
3. Evaluate Social Media Marketing and SEO Techniques	3.1 Assess the impact of social media marketing on brand awareness and engagement. 3.2 Discuss SEO strategies and their role in improving search engine rankings. 3.3 Analyze case studies of successful social media and SEO campaigns. 3.4 Propose strategies to enhance social media and SEO performance.

4. Design a Digital Marketing Campaign	<p>4.1 Develop a comprehensive digital marketing campaign for a specific product or service.</p> <p>4.2 Create content and messaging strategies tailored to digital platforms.</p> <p>4.3 Design a plan for monitoring and evaluating campaign performance.</p> <p>4.4 Propose recommendations for optimizing digital marketing efforts based on campaign results.</p>
--	--

## UNIT SPECIFICATIONS

### Unit Title

Unit 3: Consumer Behavior

### Level

6

### Guided Learning Hours

80

### Learning Time Hours

200

### Credit Value

20

### Learning Outcomes and Assessment Criteria

This unit explores the factors influencing consumer behavior and their implications for marketing strategies.

<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>
1. Understand Consumer Behavior Theories	<p>1.1 Define key theories and models of consumer behavior.</p> <p>1.2 Discuss how consumer behavior theories apply to marketing practice.</p> <p>1.3 Analyze factors influencing consumer decision-making.</p> <p>1.4 Evaluate the relevance of consumer behavior theories to contemporary marketing challenges.</p>
2. Analyze Consumer Decision-Making Processes	<p>2.1 Assess the stages of the consumer decision-making process.</p> <p>2.2 Discuss the impact of psychological, social, and cultural factors on consumer choices.</p> <p>2.3 Analyze case studies of consumer behavior in different markets.</p> <p>2.4 Propose strategies for influencing consumer decision-making based on analysis.</p>
3. Evaluate Market Segmentation and Targeting Strategies	<p>3.1 Discuss the importance of market segmentation in developing targeted marketing strategies.</p> <p>3.2 Analyze different segmentation approaches and their effectiveness.</p> <p>3.3 Evaluate targeting strategies and their impact on consumer engagement.</p> <p>3.4 Propose recommendations for optimizing market segmentation and targeting.</p>
4. Design a Consumer Behavior Research Study	<p>4.1 Develop a research plan to investigate consumer behavior for a specific market segment.</p> <p>4.2 Create research instruments and methods for data collection.</p> <p>4.3 Analyze research findings and their implications for marketing strategies.</p> <p>4.4 Propose strategies based on research insights to enhance marketing effectiveness.</p>

## UNIT SPECIFICATIONS

### Unit Title

Market Research and Analysis

### Level

6

## Guided Learning Hours

80

## Learning Time Hours

200

## Credit Value

20

## Learning Outcomes and Assessment Criteria

This unit explores the principles and practices of managing business operations, including process optimization, quality management, and supply chain management.

<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>
1. Understand Market Research Methods and Techniques	1.1 Define various market research methods and their applications. 1.2 Discuss the advantages and limitations of qualitative and quantitative research techniques. 1.3 Analyze the role of market research in marketing decision-making. 1.4 Evaluate case studies of market research applications in different industries.
2. Develop a Market Research Proposal	2.1 Create a research proposal for a market research project. 2.2 Design research objectives, hypotheses, and methodologies. 2.3 Develop a plan for data collection, analysis, and reporting. 2.4 Propose a budget and timeline for the research project.
3. Analyze and Interpret Market Research Data	3.1 Use statistical tools and techniques to analyze market research data. 3.2 Interpret research findings and their implications for marketing strategies. 3.3 Discuss the reliability and validity of research data. 3.4 Propose actionable insights based on data analysis.
4. Present Market Research Findings	4.1 Develop a comprehensive report presenting market research findings. 4.2 Create visual aids and presentations to communicate research results effectively. 4.3 Discuss recommendations based on research insights. 4.4 Propose strategies for implementing findings into marketing practices.

## UNIT SPECIFICATIONS

### Unit Title

Brand Management

### Level

6

### Guided Learning Hours

80

### Learning Time Hours

200

### Credit Value

20

## Learning Outcomes and Assessment Criteria

This unit examines the principles and practices of managing and developing brands.

<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>
1. Understand Brand Management Concepts	1.1 Define key concepts and theories related to brand management. 1.2 Discuss the role of brand equity and brand identity in marketing. 1.3 Analyze the impact of brand management on consumer perceptions. 1.4 Evaluate case studies of successful brand management strategies.
2. Develop a Brand Strategy	2.1 Create a comprehensive brand strategy for a hypothetical or real brand.

	<p>2.2 Design brand positioning, differentiation, and messaging strategies.</p> <p>2.3 Analyze market trends and competitor activities influencing brand strategy.</p> <p>2.4 Propose methods for measuring and enhancing brand performance.</p>
3. Evaluate Brand Performance and Equity	<p>3.1 Assess methods for evaluating brand performance and equity.</p> <p>3.2 Discuss tools and techniques for measuring brand health and consumer loyalty.</p> <p>3.3 Analyze case studies of brand performance evaluation.</p> <p>3.4 Propose recommendations for improving brand performance based on evaluation.</p>
4. Design a Brand Management Plan	<p>4.1 Develop a detailed brand management plan including marketing activities and initiatives.</p> <p>4.2 Create strategies for brand development, maintenance, and revitalization.</p> <p>4.3 Design a framework for monitoring and adjusting brand management activities.</p> <p>4.4 Propose strategies for aligning brand management with overall business objectives.</p>

## UNIT SPECIFICATIONS

### Unit Title

International Marketing

### Level

6

### Guided Learning Hours

80

### Learning Time Hours

200

### Credit Value

20

### Learning Outcomes and Assessment Criteria

This unit explores the complexities of marketing across international markets and adapting strategies to global contexts.

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 International Marketing Concepts and Strategies	<p>1.1 Define key concepts in international marketing.</p> <p>1.2 Discuss the challenges and opportunities of marketing in global markets.</p> <p>1.3 Analyze different international marketing strategies and their effectiveness.</p> <p>1.4 Evaluate case studies of international marketing campaigns.</p>
2. Analyze Global Market Trends and Consumer Behavior	<p>2.1 Assess global market trends and their impact on marketing strategies.</p> <p>2.2 Discuss the role of cultural, economic, and political factors in shaping consumer behavior.</p> <p>2.3 Analyze consumer behavior data from different international markets.</p> <p>2.4 Propose strategies for addressing global market trends and consumer preferences.</p>
3. Evaluate International Market Entry Strategies	<p>3.1 Discuss various market entry strategies, including direct export, joint ventures, and franchising.</p> <p>3.2 Analyze the advantages and disadvantages of different entry modes.</p> <p>3.3 Evaluate case studies of successful and unsuccessful international market entry.</p> <p>3.4 Propose a market entry strategy for a hypothetical organization entering a new international market.</p>
4. Design an International Marketing Plan	<p>4.1 Develop a comprehensive international marketing plan for a specific product or service.</p> <p>4.2 Create strategies for market segmentation, positioning, and promotion in international markets.</p> <p>4.3 Design a plan for managing international marketing operations and partnerships.</p>

	4.4 Propose methods for measuring and optimizing the effectiveness of international marketing efforts.
--	--