



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

520

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	24
International Marketing Management	6	24
Corporate Strategy Planning	6	24
Project Management	6	24
Research Methods	6	24

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

110

Learning Time Hours

240

Credit Value

24

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>
<p>Understand the broad concepts and processes of strategic development and marketing planning and the associated theoretical models and frameworks.</p> <p>1</p>	<p>Define marketing strategy and explain the role and scope of strategic marketing and the difference between strategic and tactical marketing.</p> <p>1.1</p> <p>Describe the strategic marketing planning process and each of the various stages.</p> <p>1.2</p> <p>Explain and evaluate the emergent marketing philosophies; including social responsibility, societal and ethical marketing and their impact on strategic marketing development.</p> <p>1.3</p> <p>Identify the various business orientations and explain the importance of marketing orientation and how to create a marketing culture throughout the organisation.</p> <p>1.4</p>
<p>Understand the importance of strategic marketing analysis and research and how today's global, dynamic and highly competitive business environment influences the process of strategic development and marketing planning.</p> <p>2</p>	<p>Assess the importance of monitoring and analysing the external marketing environments and how it is done.</p> <p>2.1</p> <p>Discuss the importance of evaluating the internal environment and understanding the needs of the various stakeholders.</p> <p>2.2</p> <p>Discuss how to evaluate customers and the competitive forces that impact on the strategic marketing plan.</p> <p>2.3</p>
<p>Understand how organisations determine their strategic direction and know how to identify and evaluate the various ways in which this can be achieved.</p> <p>3</p>	<p>Describe the function of a vision, mission statement, goals and objectives.</p> <p>3.1</p> <p>Explain the importance of flexibility in determining strategic marketing plans.</p> <p>3.2</p> <p>Explain the various strategic options organisations may consider in order to achieve their desired strategic direction and how these options are evaluated.</p> <p>3.3</p>
<p>Understand how to implement, measure and control strategic marketing plans.</p> <p>4</p>	<p>Define, explain and evaluate the use of segmentation, targeting and positioning in differing circumstances.</p> <p>4.1</p> <p>Evaluate the role of the marketing mix within the strategic marketing plan and demonstrate its application in practice.</p> <p>4.2</p> <p>Define branding and evaluate its purpose, value and merits within the context of strategic marketing management.</p> <p>4.3</p> <p>Examine the importance of services within the context of strategic marketing.</p> <p>4.4</p> <p>Evaluate the issues associated with implementing, measuring and controlling strategic marketing plans and assess the challenges that may exist.</p> <p>4.5</p> <p>Assess the role of other functions in the implementation of marketing strategy and the creation of organisational structure consistent with effective strategic marketing planning.</p> <p>4.6</p>

UNIT SPECIFICATIONS

Unit Title

International Marketing Management

Level

Guided Learning Hours

110

Learning Time Hours

240

Credit Value

24

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 complexities and challenges of international and global marketing, and be able to evaluate their potential and risks.	Evaluate the challenges and problems of international marketing in a dynamic and developing business environment. 1.1 Evaluate the opportunities and risks of international marketing in relation to company objectives and resources. 1.2 Assess the reasons why organisations wish to enter international markets and their consequent expectations. 1.3
2 Know how to prepare and implement international marketing strategies and plans.	Explain how to produce a marketing plan to cover the alternative strategies available for international marketing. 2.1 Evaluate the requirements of different market entry strategies. 2.2 Assess the importance in international markets of such operational factors as segmentation, targeting, positioning and standardisation. 2.3
3 Understand the organisation and management of international marketing operations.	Examine the organisational structures appropriate to international marketing. 3.1 Discuss the issues relating to the management and control of international activities. 3.2 Analyse the management styles required by different international economies and cultures. 3.3
4 Understand the marketing opportunities presented by emerging markets, and the potential problems of cultural and related factors.	Assess the importance of international marketing in developing and emerging economies. 4.1 Explain the significance of cultural and related factors in international marketing. 4.2

UNIT SPECIFICATIONS**Unit Title**

Corporate Strategy Planning

Level

6

Guided Learning Hours

110

Learning Time Hours

240

Credit Value

24

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 Know how to critically assess the nature, scope and need for corporate strategic planning.	Assess the nature of strategy and the reasons for the 1.1 growth of corporate planning in the contemporary organisation. 1.2 Critically assess the different models, levels and approaches to strategic planning. 1.3 Discriminate between alternative corporate strategies adopted in various organisational contexts.
2 Be able to critically evaluate the tools and techniques of analysis for corporate strategic planning decisions.	2.1 Assess the scope, importance and uses of analysis in the corporate planning process. Critically evaluate the uses and limitations of internal and 2.2 external analysis techniques in the corporate planning process.
3 Be able to identify and critically assess strategic options and decisions and decide between them.	3.1 Assess the nature, scope and importance of objectives in corporate strategy. 3.2 Critically evaluate the range of strategic options and the considerations in choosing between them. 3.3 Critically evaluate ideas and concepts related to the decision-making process. 3.4 Assess the key evaluative criteria in strategy selection. 3.5 Critically appraise techniques of evaluation and decision making.
4 Be able to critically assess the issues in and approaches to implementing strategies and measuring and controlling corporate strategic performance.	4.1 Critically assess the organisational and resource elements in the implementation of strategies. 4.2 Critically assess the importance of issues in and approaches to managing change. 4.3 Critically evaluate the techniques of strategy evaluation and control.

UNIT SPECIFICATIONS

Unit Title

Project Management

Level

6

Guided Learning Hours

110

Learning Time Hours

240

Credit Value

24

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>
<p>1 Be able to initiate the preliminary stages of a project.</p>	<p>1.1 Identify an appropriate project from an appraisal of business objectives.</p> <p>1.2 Assess the feasibility of a proposed project, taking risks and uncertainty into account.</p> <p>1.3 Devise an outline life cycle plan suitable for the project's environment.</p> <p>1.4 Define the responsibilities and activities of the project manager.</p>
<p>2 Be able to analyse the project work content and associated risks in order to obtain estimates and tenders.</p>	<p>2.1 Explain how a project can be sub-divided into work packages and cost estimates.</p> <p>2.2 Identify, analyse and manage the risks in a project.</p> <p>2.3 Appraise relevant data in order to calculate overall estimates for the project.</p> <p>2.4 Evaluate tenders in order to reach a formal contract.</p> <p>2.5 Explain the effect of globalisation, including cultural issues, to project management.</p>
<p>3 Be able to create a detailed project plan.</p>	<p>3.1 Devise a structure for the management and administration of the project.</p> <p>3.2 Identify and schedule the activities in a project by employing appropriate techniques.</p> <p>3.3 Adjust schedules as necessary in order to optimise the use of resources.</p> <p>3.4 Construct and justify a detailed project plan.</p>
<p>4 Understand how the progress of a project can be monitored and controlled.</p>	<p>4.1 Identify factors which frequently disturb the progress of a project.</p> <p>4.2 Suggest techniques by which the project manager can appraise the status of a project.</p> <p>4.3 Explain methods by which the project manager could resolve the problems detected, using examples where appropriate.</p>

UNIT SPECIFICATIONS

Unit Title

Research Methods

Level

6

Guided Learning Hours

80

Learning Time Hours

240

Credit Value

24

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>
<p>A critical understanding of the different assumptions 1 underlying research into the social sciences and the nature and status of research methodology.</p>	<p>1.1 Identify a research question. 1.2 Describe the process of social research. 1.3 Explain the criteria and limitation of research design. 1.4 Assess the criteria for reliability and validity for the measurement of research data. 1.5 Explain the features of good research design.</p>
<p>An overview of the different debates and issues underlying 2 the research process and how this relates to the specific methods they may select to conduct a study.</p>	<p>2.1 Identify the relationship between philosophy and methodology within research texts. 2.2 Explicate the qualitative-quantitative debate of social science research. 2.3 Explore the nature of pluralism in research methodology. 2.4 Describe the qualitative approach to research design. 2.5 Describe the quantitative approach to research design. 2.6 Apply a suitable approach to design research proposal.</p>
<p>Critically review the collection, presentation and analysis of 3 data to complete research project.</p>	<p>3.1 Perform literature review. 3.2 Create a sample of data from the findings. 3.3 Apply the suitable methods and statistical techniques to analyse data. 3.4 Present data and information from findings in a suitable format to produce results. 3.5 Draw conclusions and recommendations from research findings.</p>
<p>4 Appreciate the quality issues associated with data handling.</p>	<p>4.1 Explain the ethical issues of data handling. 4.2 Present guidelines for handling missing data while conducting research. 4.3 Critically review the importance of referencing system while recording data. 4.4 Investigate challenges and responses of handling social science data.</p>