



SEVERN
BUSINESS
COLLEGE

Qualifi Level 7 Diploma in Strategic
Marketing

Course Handbook

Qualification

Qualifi Level 7 Diploma in Strategic Marketing

Ofqual Number

610/2615/3

Level

7

Total Qualification Time

1200

Credit Value

120

Aim of the Course

The aim of the Qualifi Level 7 Diploma in Strategic Marketing qualification is to provide learners with the skills and understanding in marketing and branding that align with good strategic decision making to maintain organisations' competitive advantage. Learners acquire knowledge through an integrated approach of theory in marketing, branding consumer behaviour and digital communication management and practice using real-time activities. Successful completion of this qualification will develop learners' strategic marketing management, consumer behaviour and branding skills and their ability to focus on the requirements of implementing an organisation's strategy. The qualification enables learners to progress into or within employment and/or to work toward a relevant master's programme with advanced standing.

Assessment

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

Course Structure

Qualifi Level 7 Diploma in Strategic Marketing			
Unit number	Units	Unit level	Unit credit
H/650/7075	Contemporary Issues and Principles of Marketing	7	20
J/650/7076	Consumer Behaviour and Market Communications	7	20
K/650/7077	Digital and Social Media Marketing	7	20
L/650/7078	Contemporary Challenges and Strategic Marketing	7	20
M/650/7079	Strategic Brand Management	7	20
Y/650/7080	Marketing Research Project	7	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**

Contemporary Issues and Principles of Marketing

Level

7

Learning Time Hours

200

Credit Value

20

Unit aim

The aim of this unit is to develop learners' understanding of to evaluate the potential impact of emerging contemporary marketing challenges and apply strategic thinking to develop future marketing using marketing principles in different contexts.

The learner will also learn marketing concepts and theory in a range of contemporary settings from entrepreneurial start-ups, industrial manufacturers and global brands, to develop an actionable marketing plan.

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 the marketing function, leaders and entrepreneurial marketing in the success of an organisation.	1.1 Analyse different concepts and orientations of marketing. 1.2 Analyse and evaluate the key elements of the marketing function and how they interrelate with other functional units of an organisation. 1.3 Analyse the role of leaders and managers in an effective marketing strategy. 1.4 Evaluate the main dimension of entrepreneurial marketing
2. Understand external and internal environmental audits for designing marketing planning.	2.1 Analyse the macro marketing environment and the competitive environment of an organisation. 2.2 Analyse the internal organisational environment of an organisation. 2.3 Evaluate the determinants of strategic options for an organisation. 2.4 Evaluate the role of customer relationship management in developing an effective marketing approach.
3. Understand the impact of strategic marketing options for marketing planning.	3.1 Develop SMART objectives and key performance metrics for effective marketing planning. 3.2 Develop a marketing strategy for business growth at an organisation. 3.3 Develop segments, targeting and brand positioning for a product or services. 3.4 Develop marketing strategies to build and enhance customer relations and customer retention.
4. Understand the impact of marketing mix and extended marketing mix options for products and services.	4.1 Analyse the process of a new product or service development. 4.2 Design a distribution strategy for a product or service development. 4.3 Evaluate pricing strategies and methods for product or service development. 4.4 Develop an integrated marketing communication campaign for a product or service development. 4.5 Evaluate the role of the extended marketing mix in the marketing of services.

Suggested Resources

- Hollensen, S., 2010. Marketing Planning: A Global Perspective, 2nd Ed. Maidenhead: Mcgraw-Hill.
- Jobber, D. And Chadwick, F. (2012) Principles and Practice of Marketing. 7th Ed. Maidenhead: Mcgraw-Hill.
- Kotler, P. And Armstrong, G. (2013) Principles of Marketing. London: Prentice Hall.
- Mcdonald, M. And Wilson, H. (2011) Marketing Plans: How to Prepare Them, How to Use Them. 7th Ed. Chichester: John Riley and Sons.
- Nijssen E (2017). Entrepreneurial marketing: an effectual approach Routledge; 2nd edition. ISBN10: 1138712914.

UNIT SPECIFICATIONS

Unit Title

Consumer Behaviour and Market Communications

Level

7

Learning Time Hours

200

Credit Value

20

Unit aim

This unit aims to develop learners' understanding of a theoretical and practical understanding of processes and factors that influence the consumer behaviour of individuals and organisations. By learning about how consumers make decisions, what motivates them, and how contexts and practices influence consumption, learners will be able to strategically apply these insights to the creation of customer value and learn how to critique and challenge current marketing practices and consumer communications. Learners will be able to evaluate how consumer research has been undertaken and develop your intellectual and analytical capabilities vis-à-vis interpreting cultural and societal trends, parallel to psychological consumer processes, to inform marketing decision-making.

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 fundamental psychological, sociological, structural and cultural factors that influence buying behaviour.	1.1 Analyse the concept of customer buying behaviour concerning an organisation's product/services. 1.2 Evaluate the role of consumer behaviour in developing effective marketing programmes. 1.3 Differentiate between different types of decision making processes in B2C, B2B and C2c Contexts.
2. Understand the relevance of particular theories, Factor, models and concepts related to consumer behaviour.	2.1 Evaluate the impact of the application of appropriate theories, concepts and models that influence and impact consumer decision-making process, supported by specific examples and contexts. 2.2 Examine the external and individual factors that influence consumer behaviour using models of customer buying behaviour. 2.3 Evaluate the process of adoption of new products and services.
3. Understanding the marketing research process and customer insight in different contexts including digital contexts.	3.1 Analyse the concepts and processes of developing customer insight in B2C, B2B & C2C contexts. 3.2 Analyse factors that affect consumer behaviour and misbehaviours in digital and social media contexts. 3.3 Evaluate and design a marketing research study for developing customer insight in different contexts. 3.4 Evaluate the principles and benefits of Customer Relationship Management.
4. Understand the process of managing customer experience, customer relationship management and market communication.	4.1 Analyse the relationship between consumer behaviour consumer experience and consumer communication. 4.2 Develop a plan to enhance customer experience and customer relationship management. 4.3 Evaluate factors that determine the choice of a message and media for effective customer communications to manage consumer relationship. 4.4 Analyse the elements of an effective consumer communications strategy including digital media strategies to manage customer relationship. 4.5 Evaluate a range of metrics to measure the success of the communication strategy to manage customer relationship.

Suggested Resources

- De Mooij, M. (2004). Consumer Behavior and Culture: Consequences for Global Marketing and Advertising. Thousand Oaks: Sage Publications.
- Gabriel, Y. and Lang, T. (2006). The Unmanageable Consumer. London: Sage Publications.
- Hoyer, MacInnis, & Pieters (2010). Consumer Behavior, 6th edition. South-Western Cengage Learning Malhotra N., Birks D. and Wills P. (2012). Marketing Research: An Applied Approach, 4th edition. Prentice Hall/FT.
- Saunders, M., Lewis P. and Thornhill, A. (2012). Research Methods for Business Learners, 6th edition. Pearson.
- Solomon, M. R., Bamossy, G., Askegaard, S. and Hogg, M. K. (2013). Consumer Behaviour: A European Perspective, 5th edition. Harlow: Prentice Hall.
- Wilson, A. (2006). Marketing Research: An Integrated Approach, 2nd edition. Harlow: FT Prentice Hall (Pearson)..

UNIT SPECIFICATIONS

Unit Title

Digital and Social Media Marketing

Level

7

Learning Time Hours

200

Credit Value

20

Unit aim

This unit aims to develop learners' a practical introduction to digital and social media technologies (such as Twitter, Facebook, connected devices – the internet of things and affiliate networks) and their application within marketing. The unit examines the key characteristics of digital and social media, identifies the theoretical underpinnings such as issues of trust and customer engagement together with trends and usage patterns to provide a framework through which to understand and evaluate them. In addition, the unit examines the legal and ethical considerations that marketing in a digital world raises. This unit teaches learners a range of state-of-the art tools and theories of how to use social media effectively to achieve branding and communication goals. Learners will learn the scientific and strategic approach to marketing with hands-on implementation of online marketing and social media strategies.

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 information technology and social media in digital marketing.	1.1 Discuss the integration of digital marketing and offline marketing concepts and applications. 1.2 Analyse the role of digital technologies in digital marketing strategies and tactics within an e-business perspective. 1.3 Develop goals and objectives of digital and social media strategy. 1.4 Evaluate the role of e-commerce in building and maintain relationships, customer retention and customer loyalty.
2. Understand the changing dynamics of an organisation's environment and its impacts	2.1 Analyse how the changing dynamics of the internal and external environments influence the future direction of the digital structure of an organisation. 2.2 Analyse the process and factors that include consumers to adopt digital marketing. 2.3 Evaluate the changes in online customer behaviour as a result of the dynamic digital environment. 2.4 Develop an integrated approach to data collection, analysis and extraction of insights across all channels, which enables an understanding and synthesis of information into insights.
3. Recommend resource-led innovative approaches using digital marketing tools to contemporary digital marketing challenges.	3.1 Analyse the role of digital marketing within the extended marketing mix- 7 Ps. 3.2 Evaluate different automated and non automated sales and support activities. 3.3 Evaluate various Digital communications tools and platforms that can be used to enhance customer experience. 3.4 Analyse and evaluate E-commerce based business models for revenue generation
4. Understand how to develop digital strategies and an integrated social media campaign for a strategic relationship with the customers.	4.1 Analyse a digital marketing strategy for an organisation for building customer relationships with the brand and organisation. 4.2 Analyse a digital strategy with an integrated digital promotion campaign to create a web based presence. 4.3 Evaluate the resource requirements for a digital marketing strategy, digital channels and digital communications mix. 4.4 Examine the use of proposed key performance indicators to measure the success of the digital strategy and social media campaign.

Suggested Resources

- Larsen and Draper (2015): Internet Marketing Essentials, Digital Textbook.
- Chaffey, D. and Ellis-Chadwick, F. (2012): Digital Marketing. Strategy, Implementation, and Practice. Pearson Education.
- Chaffey D – Business and E-Commerce Management: Strategy, Implementation and Practice, 4th Edition (Financial Times/Prentice Hall, 2009) ISBN 0273719602
- Jelassi T and Enders A – Strategies for E-business: Concepts and Cases, 2nd Edition (Financial Times/Prentice Hall, 2008) ISBN 0273710281
- Laudon, K. C. and Traver, C. G. (2015), E-Commerce 2015: Business. Technology. Society. Prentice Hall.
- Turban T, Lee J K, King D, Liang T P and Turban D – Electronic Commerce 2010: A Managerial Perspective, 6th Edition (Pearson Education, 2009) ISBN 0137034652

UNIT SPECIFICATIONS

Unit Title

Contemporary Challenges and Strategic Marketing

Level

Learning Time Hours

200

Credit Value

20

Unit aim

The aim of this unit is to develop learners' understanding of up-to-date knowledge of the business environment, competitive dynamics and know how to integrate marketing strategy into an overall business strategy. The unit also provides a comprehensive examination of all the major components of marketing strategies marketing and their integration into organisations for continued success in highly competitive markets.

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 strategic marketing management.	1.1 Examine the role of strategic marketing in an organisation. 1.2 Analyse the processes involved in strategic marketing. 1.3 Evaluate the links between strategic marketing and corporate strategy. 1.4 Analyse the merits of relationship marketing in a given strategic marketing strategy.
2. Understand the key innovative business drivers for organisational success.	2.1. Evaluate the relevance of the organisation's mission and values in a dynamic environment. 2.2 Assess the current and potential role technological innovations have on influencing organisational success. 2.3 Analyse the process of creativity and innovation in an organisation by its drivers and barriers. 2.4 Evaluate how organisational structures, processes and operations underpin strategy in a changing environment.
3. Understand the models and process of analysing business environment and design of Strategic marketing in different Contexts.	3.1 Compare and contrast tools to undertake external and internal environmental analysis and find opportunities and threats in order to plan for strategic marketing. 3.2 Examine the links between competitive strategic positioning and marketing tactics. 3.3 Justify appropriate strategic marketing objectives for a market. 3.4 Evaluate a strategic marketing response to key emerging themes in a marketing strategy in different contexts.
4. Understand the process of implementation of Strategic marketing in different contexts.	4.1 Examine the segments, targets, and brand positioning for a product or service at an organisation. 4.2 Justify an effective integrated marketing mix in line with the choice of marketing strategy. 4.3 Evaluate key proposed key performance indicators for an effective marketing strategy and marketing plan.

Suggested Resources

- Best R J (2012). Market-based Management: Strategies for Growing Customer Value and Profitability, 6th Edition: Prentice Hall. ISBN 9780130387752
- Christiansen J A (2003). Competitive Innovation Management: Techniques to Improve Innovation Performance: Palgrave USA. ISBN 0312230257
- Drucker P F (2007) – Innovation and Entrepreneurship: Butterworth-Heinemann. ISBN 0750685085 Hisrich, R. & Ramadani, V (2020), Entrepreneurial Marketing: A Practical Managerial Approach. Edward Elgar. ISBN-10: 183910838X
- Hooley G, Saunders J, Piercy N F and Nicoulaud B. (2011) Marketing Strategy and Competitive Positioning, 5th Edition: Financial Times/Prentice Hall. ISBN 9780273740933
- Johnson G Whittington R Scholes K Angwin D Regnér P (2017). Exploring strategy: text and cases. Pearson Education; 11 editions. ISBN-10: 9781292145129
- Kotler P and Armstrong G (2018). Principles of Marketing, 17th Edition: Prentice Hall, ISBN 9781292220178
- Lambin, J-J. and Schuiling, I., 2012. Market-Driven Management: Strategic and Operational Marketing, 3rd Ed. Basingstoke: Palgrave Macmillan
- McDonald M (2016). Malcolm McDonald on Marketing Planning: Understanding Marketing Plans and Strategy. 2nd Edition: Kogan-Page. ISBN 0749478217

- Mullins J, Walker O C and Boyd H W (2009) Marketing Management: A Strategic Decision-Making Approach, 7th Edition: McGraw-Hill Higher Education. ISBN 0073381160
- Tidd J and Bessant J – Managing Innovation (John Wiley and Sons, 2009) ISBN 0470998105
- West, D., Ford, J. and Ibrahim, E., 2010. Marketing Strategy: Creating Competitive Advantage, 2nd Ed. Oxford: Oxford University Press
- Winer R and Dhar R. (2010). Marketing Management, 4th Edition: Pearson Education, ISBN 0136074898.

UNIT SPECIFICATIONS

Unit Title

Strategic Brand Management

Level

7

Learning Time Hours

200

Credit Value

20

Unit aim

This unit aims to develop learners' understanding of the key principles that underpin managing brands and brand equity. The unit enables learners to devise a strategic approach to branding for product/service level consistent with the corporate brand. The learners will develop an understanding of how to do marketing from a branding perspective. Learners will also gain the skills to establish and position brand strategy, and also manage the brand so it continues to deliver the brand promise as well as important issues involved in building strong brands and in maximising the value of existing brands in various industries and sectors.

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 brand and how branding relates to other areas of marketing including, sustainability and corporate communications.	1.1 Analyse the concept of a brand, brand elements and brand management. 1.2 Analyse the relationship between corporate communication, corporate branding and individual product branding. 1.3 Evaluate the relationship between brand identity, brand image, brand positioning, and brand personality. 1.4 Evaluate the role of corporate social responsibility and sustainability practices in branding
2. Understand branding models, brand equity, brand personality, corporate reputation and corporate communication and their interrelations.	2.1 Analyse the factors that drive brand identity and brand positioning. 2.2 Analyse brand personality of a brand or an organisation. 2.3 Analyse the interrelationship between brand management and corporate reputation to sustain brand equity. 2.4 Evaluate the models of brand equity and the impact of brand equity on organisational success. 2.5 Analyse how brand equity and reputation can be developed through integrated marketing programmes together with a digital presence.
3. Understand the process and factors related to developing and enhancing brand image over time.	3.1 Analyse the main branding challenges in contemporary markets and potential approaches to overcome them. 3.2 Analyse the basis of brand association and brand differentiation. 3.3 Analyse the process and stages of brand launch sponsorship and development over time.
4. Understand the development of brand management strategies to meet marketing objectives.	4.1 Justify a brand development strategy and brand management plan. 4.2 Analyse the human and physical resources needed to support the brand plan. 4.3 Evaluate a marketing campaign, including digital & social media campaigns to successfully develop a brand position to meet marketing objectives. 4.4 Evaluate the outcomes of a range of brand metrics to determine the performance of the brand.

Suggested Resources

- Aaker, D. (2010), Building Strong Brands, London, Simon & Schuster.

- Argenti P A – Strategic Corporate Communication: A Global Approach for Doing Business in the New India (McGraw-Hill Professional, 2008) ISBN 0071549919
- Arvidsson, A. (2006). Brands. Meaning and Value in Media Culture. London and New York: Routledge.
- Crane A and Matten D – Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization, 3rd Edition (Oxford University Press, 2010) ISBN 0199564337
- Dawson R – Living Networks: Leading Your Company, Customers and Partners in the HyperConnected Economy (Financial Times/Prentice Hall, 2002) ISBN 0130353337
- De Chernatony, L. (2010). From Brand Vision to Brand Evaluation: The strategic process of growing and strengthening brands. ButterworthHeinemann.
- Elliott, R. and Percy, L. (2007). Strategic Brand Management. Oxford: Oxford University Press.
- Holt, D. (2004) How Brands Become Icons - The Principles of Cultural Branding. Harvard Business Review Press.
- Keller, K. (2013). Strategic Brand Management: Building, Measuring and Managing Brand Equity, Global Ed., 4th ed. Pearson Publishing.
- Kapferer, J-N. (2008). The New Strategic Brand Management. Kogan Page.

UNIT SPECIFICATIONS

Unit Title

Marketing Research Project

Level

7

Learning Time Hours

200

Credit Value

20

Unit aim

The aim of this unit is to develop learners' research skills including the formulation of research proposals, literature reviews, referencing, data collection, use of interviews and surveys, questionnaire design, statistical analysing using SPSS, qualitative data and methods for drawing conclusions from the analysed data.

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. Be able to analyse and research problems and formulate research objectives.	1.1 Appraise research problems. 1.2 Develop appropriate research objectives and justify their choice.
2. Understand how to review the literature on a research topic.	2.1 Evaluate literature relevant to a research problem. 2.2 Analyse different theoretical approaches to a research problem.
3. Be able to design appropriate business research methodologies	3.1 Evaluate appropriate research methodologies in terms of research objectives. 3.2 Design an appropriate methodology in terms of research objectives. 3.3 Justify a selected methodology in terms of research objectives.
4. Be able to develop a research proposal.	4.1 Propose techniques for use with quantitative and qualitative data. 4.2 Create a research question, literature review and methodology.

Suggested Resources

- Anderson, V. (2009). Research Methods in Human Resource Management. London: Chartered Institute of Personnel and Development.
- Booth, A., Papaioannou, D. and Sutton, A. (2012). Systematic Approaches to a Successful Literature Review. London: Sage Publications.
- Bryman, A. and Bell, E. (2011). Business Research Methods. New York: Oxford University Press. Deniels, P. and Becker, L. (2012). Developing Research Proposals. London: Sage Publications. Saunders, M., Lewis, P. and Thornhill, A. (2009). Research Methods for Business Learners. Harlow: Prentice Hall

Version:2308a