



SEVERN
BUSINESS
COLLEGE

CPD Level 7 Postgraduate Diploma in
Marketing Management

Course Handbook

Qualification

CPD Level 7 Postgraduate Diploma in Marketing Management

Level

7

Guided Learning Hours

300

Total Qualification Time Hours

1200

Credit Value

120

Qualification Objective

The Level 7 Postgraduate Diploma in Marketing Management provides learners with the skills and understanding in business and marketing management, that align with good strategic decision making, to maintain organisations competitive advantage. You will learn about both the theory and practice of business and marketing management at a postgraduate level, and cover topics as: strategic marketing, international marketing, marketing communications, value added marketing, strategic planning and financial performance. In addition to providing a comprehensive knowledge of business and marketing 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	7	20
International Marketing Management	7	20
Marketing Communications	7	20
Value-added Marketing	7	20
Strategic Business Planning	7	20
Financial Performance Management	7	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

7

Guided Learning Hours

50

Learning Time Hours

200

Credit Value

20

Learning Outcomes

- 1 Understand the marketing planning content and process
- 2 Understand contemporary marketing and strategic plans
- 3 Understand internal and external marketing and management planning tools and techniques
- 4 Understand the decision-making processes within an organisation

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 <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 marketing planning content and process	1.1 Examine the three main strategic planning questions and their relationship with the marketing plan 1.2 Critically compare the main elements of a strategic marketing plan 1.3 Systematically analyse potential problem areas in the short, medium and long term planning horizons
2 Understand contemporary marketing and strategic plans	2.1 Critically compare the key elements of strategy and marketing plans 2.2 Systematically analyse key marketing terms, including marketing research, new product/service, development, marketing audit (internal and external), market segmentation, marketing strategy, directional policy and setting marketing objectives
3 Understand internal and external marketing and management planning tools and techniques	3.1 Differentiate between internal and external tools and technologies that facilitate strategy development 3.2 Critically evaluate 'current position' analysis tools 3.3 Critically evaluate 'future position' analysis tools 3.4 Apply a decision-making, strategic planning model in order to develop market-orientated decisions
4 Understand the decision-making processes within an organisation	4.1 Examine marketing research methods in order to obtain and analyse market and competitive data 4.2 Design a marketing research campaign 4.3 Investigate how to integrate research outcomes with marketing decisions that match market opportunities 4.4 Critically compare qualitative and quantitative decision-making processes within an organisation's financial and marketing environment

UNIT SPECIFICATIONS

Unit Title

International Marketing Management

Level

7

Guided Learning Hours

50

Learning Time Hours

200

Credit Value

20

Learning Outcomes

- 1 Understand the international marketing environment
- 2 Understand the international marketing planning process
- 3 Understand the international requirements of the marketing mix
- 4 Know how to apply analytical frameworks/models to international marketing opportunities

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 <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 international marketing environment	1.1 Critically compare international and domestic marketing principles 1.2 Examine the nature of the growing global market environment 1.3 Critically evaluate the practical marketing cross cultural implications of managing operations abroad 1.4 Systematically analyse current and potential market trends by distinguishing between cultural differences
2 Understand the international marketing planning process	2.1 Illustrate how project management techniques contribute to the development of operations management 2.2 Systematically analyse different stages of international market development, including domestic, ethnocentric, polycentric and egocentric 2.3 Systematically analyse the distinctive nature of the market research process for international marketing 2.4 Investigate country-market choice and market entry strategy options 2.5 Critically evaluate the impact of cost leadership, differentiation, and focus on branding, brand strength and recognition in the country-specific markets
3 Understand the international requirements of the marketing mix	3.1 Examine the differences between international product strategies to include standardisation versus adaptation and extension versus innovation 3.2 Examine pricing strategies for market penetration 3.3 Critically evaluate the objectives of the international communications campaign 3.4 Systematically examine the delivery element of the marketing mix in relation to international markets 3.5 Investigate the importance of the provision of e-services to other countries
4 Know how to apply analytical frameworks/models to international marketing opportunities	4.1 Critically evaluate planning models/tools used in respect to marketing 4.2 Systematically examine competitive strategies in respect to international marketing

UNIT SPECIFICATIONS

Unit Title

Marketing Communications

Level

7

Guided Learning Hours

50

Learning Time Hours

200

Credit Value

20

Learning Outcomes

- 1 Understand the impact of the elements of the marketing communications process
- 2 Understand the role of the governing body in the marketing communications industry
- 3 Understand different perspectives on marketing campaigns
- 4 Be able to conduct an integrated marketing communications campaign

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 <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 impact of the elements of the marketing communications process	1.1 Critically assess the impact of the main elements of the marketing communications process on market behaviour and dynamics 1.2 Explain the marketing communications structure, processes and links between each stage of the process 1.3 Explain the role of the marketing communications plan within an organisation's strategy and culture 1.4 Critically evaluate how tools of the communications mix can be coordinated effectively
2 Understand the role of the governing body in the marketing communications industry	2.1 Critically compare the main governing bodies, authorities and agencies in the marketing communications industry 2.2 Examine the importance of marketing communications activities of developing long-term relationships with customers, agencies, and stakeholders 2.3 Systematically analyse methods of contrasting the key relationships using marketing communications techniques
3 Understand different perspectives on marketing campaigns	3.1 Critically evaluate marketing campaigns from legal, moral, ethical and social perspectives 3.2 Examine the construction of media messages in terms of content, audience, and conduct 3.3 Critically evaluate how customer/stakeholder rights are affected by marketing communications campaigns 3.4 Illustrate how moral principles govern marketing ethics in practice
4 Be able to conduct an integrated marketing communications campaign	4.1 Design a marketing communications campaign 4.2 Develop a communications strategy and plan for evaluating a service or policy to manage an organisation's corporate reputation 4.3 Systematically analyse a campaign with reference to financial return and customer value proposition 4.4 Develop a marketing communications audit, setting communications objectives 4.5 Conduct a marketing communications audit

UNIT SPECIFICATIONS

Unit Title

Value-added Marketing

Level

7

Guided Learning Hours

50

Learning Time Hours

200

Credit Value

20

Learning Outcomes

- 1 Understand market value from different perspectives
- 2 Understand definitions of value-added marketing
- 3 Understand what drives value-added marketing
- 4 Understand the impact of the modern age of value-added marketing

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 <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 market value from different perspectives	1.1 Explain the nature of value-added marketing with regard to tangible and intangible dimensions 1.2 Illustrate how service and product augmentation could increase the value 1.3 Examine the marketing process, focusing on the marketing planning process 1.4 Examine the key concepts of value added marketing, including quality, service, wealth creation and innovation
2 Understand definitions of value-added marketing	2.1 Critically evaluate the impact of different definitions of value-added marketing on consumers from economic, social, ethical and moral perspectives 2.2 Critically evaluate the impact of value-added marketing definitions on the design of value propositions 2.3 Examine the marketing principles of exchange of value 2.4 Examine how the value proposition applies to the provision of services and products
3 Understand what drives value-added marketing	3.1 Examine how consumer circumstances, lifestyles and cultural influences can drive marketing change 3.2 Investigate the impact on the value propositions of well-being, wealth creation, social and economic mobility, resource scarcity and natural effects 3.3 Systematically analyse how organisations apply value-added principles for improvements to include performance, profitability, cost-effectiveness and brand value 3.4 Systematically analyse the drivers that influence change and strategic development, including financial, resource, cost and productivity
4 Understand the impact of the modern age of value-added marketing	4.1 Critically evaluate the impact of design and innovation on value creation and development, including incremental, relational, competitive, transformational, and diffusion of innovation 4.2 Systematically analyse the effect of science and technology on value creation and development 4.3 Systematically analyse the effect of cultural and cross-cultural mobility on value-added marketing

UNIT SPECIFICATIONS

Unit Title

Strategic Business Planning

Level

7

Guided Learning Hours

50

Learning Time Hours

200

Credit Value

20

Learning Outcomes

- 1 Understand the role of strategic business planning in organisations.
- 2 Understand the impact of internal and external factors on organisations.
- 3 Understand the strategies that organisations use to achieve competitive advantage.
- 4 Understand the environmental factors that affect strategic business management and planning.

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 role of strategic business planning in organisations.	1.1 Appraise processes by which organisations identify their goals and values 1.2 Explain the characteristics of strategic business management and planning 1.3 Evaluate the classic and contemporary models used in developing business strategies and plans
2 Understand the impact of internal and external factors on organisations.	2.1 Evaluate the impact and influence of the external environment (PESTLE) on organisational business management and planning strategies 2.2 Evaluate the influence of organisational governance requirements on organisational business management and planning strategies 2.3 Explain how organisations forecast change in order to shape strategic options
3 Understand the strategies that organisations use to achieve competitive advantage.	3.1 Analyse means by which an organisation positions itself to outperform its competitors 3.2 Evaluate appropriate strategies for emerging, maturing and declining competitive positions 3.3 Assess the impact of risk factors on strategic business management activities
4 Understand the environmental factors that affect strategic business management and planning.	4.1 Analyse the potential impact of emerging global issues in strategic business management and planning activities in organisations 4.2 Evaluate the impact of stakeholder interests in shaping strategic business management and planning activities in organisations 4.3 Explain how organisations respond to environmental factors when making strategic plans

UNIT SPECIFICATIONS

Unit Title

Financial Performance Management

Level

7

Guided Learning Hours

50

Learning Time Hours

200

Credit Value

20

Learning Outcomes

- 1 Understand the impact of financial resourcing on an organisation's performance.
- 2 Understand how to use appraisal methods to manage financial resources.
- 3 Know how to assess the performance of organisations.
- 4 Understand how to use management accounting methodology to manage resources effectively.

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 impact of financial resourcing on an organisation's performance.	1.1 Identify the need for financial resources within a strategic plan 1.2 Appraise methods by which financial resources are allocated, managed and controlled 1.3 Evaluate the impact of the financial resource decision making on business strategy
2 Understand how to use appraisal methods to	2.1 Evaluate how alternative strategic investment opportunities are assessed

manage financial resources.	<p>2.2 Identify the data to be used when making decisions about the use of financial resources</p> <p>2.3 Analyse alternative investments using appraisal methods</p> <p>2.4 Justify recommendations about the use of financial resources</p>
3 Know how to assess the performance of organisations.	<p>3.1 Justify the selection of data to use in analysing business performance</p> <p>3.2 Evaluate performance data to support strategic decision making</p> <p>3.3 Analyse business information to make substantiated recommendations about improving business performance</p>
4 Understand how to use management accounting methodology to manage resources effectively.	<p>4.1 Analyse costing reports</p> <p>4.2 Compare organisational performance against costs and budgets</p> <p>4.3 Analyse budgets and budget out turns</p> <p>4.4 Identify actions to be taken in response to costing and budgetary information</p>