



# **OTHM LEVEL 7 DIPLOMA IN STRATEGIC MARKETING**

Qualification Number: 603/5946/8

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Specification | June 2020

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## QUALIFICATION OBJECTIVES

The objective of the OTHM Level 7 Diploma in Strategic Marketing qualification is to provide learners with the skills and understanding in marketing & 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 OTHM Level 7 Diploma in Strategic Marketing qualification enables learners to progress into or within employment and/or to work toward a relevant Master's programme with advanced standing

### **The aims of this programme will allow learners to:**

1. Gain a sound and coherent foundation in strategic marketing, such that they will be able to define and execute practical strategic marketing interventions that exist in professional practice
2. Apply analytical ability and problem-solving skills in the context of marketing management; Synthesise and critically evaluate theoretical frameworks of strategic marketing, consumer behaviour, brand managements, digital marketing, market research and, design and innovation as applied to marketing
3. Demonstrate an understanding of the practical value of these frameworks in a range of strategic business situations
4. Create frameworks for understanding and analysing strategic marketing processes in diverse organisational types, encountering different and changing marketing environments
5. Develop practical research and analytical capabilities in the context of market/driven strategy, and in particular in the formulation of value propositions in provider/customer relationships
6. Review, modify, synthesise and apply transferable strategic marketing, branding, consumer behaviour and digital marketing concepts and skills in the management of product and market development, in particular from the strategic perspective
7. Critically assess market-sourced data and information from a variety of organisations and use this for strategic marketing and decision making.
8. Evaluate a variety of creative approaches to product and service design, creativity and innovation that may contribute to organisational wealth and solve organisational problems.
9. Demonstrate personal development and learning skills applicable to marketing practices in the marketing environment

## QUALITY, STANDARDS AND RECOGNITIONS

OTHM Qualifications are approved and regulated by Ofqual (Office of Qualifications and Examinations Regulation). Visit register of [Regulated Qualifications](#).

OTHM has progression arrangements with several UK universities that acknowledge the ability of learners after studying Level 3-7 qualifications to be considered for advanced entry into corresponding degree year/top up and Master's/top-up programmes.

## REGULATORY INFORMATION

Qualification Title	OTHM Level 7 Diploma in Strategic Marketing
Ofqual Reference Number	603/5946/8
Regulation Start Date	10/06/2020
Operational Start Date	15/06/2020
Duration	1 Year
Total Credit Value	120 Credits
Total Qualification Time (TQT)	1200 Hours
Guided Learning Hours (GLH)	600 Hours
Sector Subject Area (SSA)	15.4 Marketing and Sales
Overall Grading Type	Pass / Fail
Assessment Methods	Coursework
Language of Assessment	English

## EQUIVALENCES

The OTHM Level 7 diplomas on the Regulated Qualifications Framework (RQF) are at the same level as master's degrees. However, they are shorter (120 credits) and learners will have to proceed to the dissertation stage (60 credits) with university to achieve a full masters programme.

## QUALIFICATION STRUCTURE

The OTHM Level 7 Diploma in Strategic Marketing qualification consists of 6 mandatory units for a combined total of 120 credits, 1200 hours Total Qualification Time (TQT) and 600 Guided Learning Hours (GLH) for the completed qualification.

Unit Ref. No.	Mandatory Units	Credit	GLH	TQT
A/618/1614	Contemporary Issues and Principles of Marketing	20	100	200
F/618/1615	Consumer Behaviour and Market Communications	20	100	200
J/618/1616	Digital and Social Media Marketing	20	100	200
L/618/1617	Contemporary Challenges and Strategic Marketing	20	100	200
R/618/1618	Strategic Brand Management	20	100	200
Y/618/1619	Marketing Research Project	20	100	200

## DEFINITIONS

**Total Qualification Time (TQT)** is the number of notional hours which represents an estimate of the total amount of time that could reasonably be expected to be required in order for a Learner to achieve and demonstrate the achievement of the level of attainment necessary for the award of a qualification.

*Total Qualification Time is comprised of the following two elements –*

- a) *the number of hours which an awarding organisation has assigned to a qualification for Guided Learning, and*
- b) *an estimate of the number of hours a Learner will reasonably be likely to spend in preparation, study or any other form of participation in education or training, including assessment, which takes place as directed by – but, unlike Guided Learning, not under the Immediate Guidance or Supervision of – a lecturer, supervisor, tutor or other appropriate provider of education or training.*

*(Ofqual 15/5775 September 2015)*

**Guided Learning Hours (GLH)** is defined as the hours that a teacher, lecturer or other member of staff is available to provide immediate teaching support or supervision to a student working towards a qualification.

**Credit value** is defined as being the number of credits that may be awarded to a Learner for the successful achievement of the learning outcomes of a unit. One credit is equal to 10 hours of TQT.

## ENTRY REQUIREMENTS

For entry onto the OTHM Level 7 Diploma in Strategic Marketing qualification, learners must possess:

- An honours degree in related subject or UK level 6 diploma or an equivalent overseas qualification
- Mature learners with management experience (learners must check with the delivery centre regarding this experience prior to registering for the programme)
- Learner must be 21 years old or older at the beginning of the course
- **English requirements:** If a learner is not from a majority English-speaking country must provide evidence of English language competency. For more information visit [English Language Expectations](http://www.othm.org.uk) page in our website [www.othm.org.uk](http://www.othm.org.uk).

## PROGRESSION

The OTHM Level 7 Diploma in Strategic Marketing qualification enables learners to progress into or within employment and/or continue their further study. As this qualification is approved and regulated by Ofqual (Office of the Qualifications and Examinations Regulation), learners are eligible to progress to Master's top-up at many universities in the UK and overseas with advanced standing. For more information visit [University Progressions](http://www.othm.org.uk) page in our website [www.othm.org.uk](http://www.othm.org.uk).

## DELIVERY OF OTHM QUALIFICATIONS

OTHM do not specify the mode of delivery for its qualifications, therefore OTHM Centres are free to deliver this qualification using any mode of delivery that meets the needs of their Learners. However, OTHM Centres should consider the Learners' complete learning experience when designing the delivery of programmes.

OTHM Centres must ensure that the chosen mode of delivery does not unlawfully or unfairly discriminate, whether directly or indirectly, and that equality of opportunity is promoted. Where it is reasonable and practicable to do so, it will take steps to address identified inequalities or barriers that may arise.

Guided Learning Hours (GLH) which are listed in each unit gives the Centres the number of hours of teacher-supervised or direct study time likely to be required to teach that unit.

## ASSESSMENT AND VERIFICATION

All units within this qualification are internally assessed by the centre and externally verified by OTHM. The qualifications are criterion referenced, based on the achievement of all the specified learning outcomes.

To achieve a 'pass' for a unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria. Judgement that the learners have successfully fulfilled the assessment criteria is made by the Assessor.

The Assessor should provide an audit trail showing how the judgement of the learners' overall achievement has been arrived at.

Specific assessment guidance and relevant marking criteria for each unit are made available in the Assignment Brief document. These are made available to centres immediately after registration of one or more learners.

## OPPORTUNITIES FOR LEARNERS TO PASS

Centres are responsible for managing learners who have not achieved a Pass for the qualification having completed the assessment. However, OTHM expects at a minimum, that centres must have in place a clear feedback mechanism to learners by which they can effectively retrain the learner in all the areas required before re-assessing the learner.

## RECOGNITION OF PRIOR LEARNING AND ACHIEVEMENT

Recognition of Prior Learning (RPL) is a method of assessment that considers whether learners can demonstrate that they can meet the assessment requirements for a unit through knowledge, understanding or skills they already possess and do not need to develop through a course of learning.

RPL policies and procedures have been developed over time, which has led to the use of a number of terms to describe the process. Among the most common are:

- Accreditation of Prior Learning (APL)
- Accreditation of Prior Experiential Learning (APEL)
- Accreditation of Prior Achievement (APA)
- Accreditation of Prior Learning and Achievement (APLA)

All evidence must be evaluated with reference to the stipulated learning outcomes and assessment criteria against the respective unit(s). The assessor must be satisfied that the evidence produced by the learner meets the assessment standard established by the learning outcome and its related assessment criteria at that particular level.

Most often RPL will be used for units. It is not acceptable to claim for an entire qualification through RPL. Where evidence is assessed to be only sufficient to cover one or more learning outcomes, or to partly meet the need of a learning outcome, then additional assessment methods should be used to generate sufficient evidence to be able to award the learning outcome(s) for the whole unit. This may include a combination of units where applicable.

## **EQUALITY AND DIVERSITY**

OTHM provides equality and diversity training to staff and consultants. This makes clear that staff and consultants must comply with the requirements of the Equality Act 2010, and all other related equality and diversity legislation, in relation to our qualifications.

We develop and revise our qualifications to avoid, where possible, any feature that might disadvantage learners because of their age, disability, gender, pregnancy or maternity, race, religion or belief, and sexual orientation.

If a specific qualification requires a feature that might disadvantage a particular group (e.g. a legal requirement regarding health and safety in the workplace), we will clarify this explicitly in the qualification specification.

## **UNIT SPECIFICATIONS**

## Contemporary Issues and Principles of Marketing

Unit Reference Number	A/618/1614
Unit Title	Contemporary Issues and Principles of Marketing
Unit Level	7
Number of Credits	20
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	100 Hours
Mandatory / Optional	Mandatory
Sector Subject Area (SSA)	15.4 Marketing and Sales
Unit Grading Structure	Pass / Fail

### Unit Aims

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, Assessment Criteria and Indicative Contents

Learning Outcomes – the learner will:	Assessment Criteria – the learner can:	Indicative contents
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.	<ul style="list-style-type: none"> <li>• Definitions of marketing and the nature of marketing. Concepts of customer Needs, wants, desires, value creation, customer satisfaction customer trust, customer retentions and customer loyalty,</li> <li>• The development of the marketing concept, including current and future trends in marketing concepts, orientations and philosophies. Process of marketing planning, Basic marketing mix and extended marketing mix – 4Ps and 7 Ps.</li> <li>• The interrelationships of functional units: the interrelationships between organisational functional</li> </ul>

		<p>areas such as IT, production, quality, HRM, finance, etc. and marketing. The structure and operations of marketing departments.</p> <ul style="list-style-type: none"> <li>• the role of marketing leaders and marketing managers. Trait, behaviour and transformational theory of leadership and effectiveness of marketing leaders and managers.</li> <li>• Definitions/explanations of entrepreneurial marketing.</li> <li>• Differences between traditional marketing and entrepreneurial marketing. The concepts of entrepreneurial marketing consist of six elements; Customer intensity, Continuous innovation, Calculated risk-taking, Strategic flexibility, Proactiveness and Resource leverage</li> </ul>
<p>2. Understand external and internal environmental audits for designing marketing planning.</p>	<p>2.1 Analyse the macro marketing environment and the competitive environment of an organisation.</p> <p>2.2 Analyse the internal organisational environment of an organisation.</p> <p>2.3 Evaluate the determinants of strategic options for an organisation.</p> <p>2.4 Evaluate the role of customer relationship management in developing an effective marketing approach.</p>	<ul style="list-style-type: none"> <li>• Marketing is a dynamic discipline constantly innovating and adapting to changes at both global and local levels, Macro environment and PESTEL analysis, stakeholder analysis, corporate social responsibility and suitable development, Microenvironment and Porter's five forces, consumer behaviour and associated factors. internal environment, organisational culture and Value chain analysis, McKinsey 7S model, SWOT and TOWS matrix. BCG matrix.</li> <li>• Alignment options to the customers' and stakeholders' needs and competitive differentiation. Link of marketing strategies with organisational culture and leadership. Functional strategies and suitability, new product development and innovations, Customer relationship management (CRM) and customer loyalty.</li> <li>• Marketing objectives and SMART objectives. Evaluating and monitoring marketing plans using appropriate control and evaluation techniques such as sales analysis, market share analysis, efficiency ratios</li> </ul>

		and cost-profitability analysis.
3. Understand the impact of strategic marketing options for marketing planning.	<p>3.1 Develop SMART objectives and key performance metrics for effective marketing planning.</p> <p>3.2 Develop a marketing strategy for business growth at an organisation.</p> <p>3.3 Develop segments, targeting and brand positioning for a product or services.</p> <p>3.4 Develop marketing strategies to build and enhance customer relations and customer retention.</p>	<ul style="list-style-type: none"> <li>• Past and current organisational strategies. Marketing strategies for growth of the organisation.</li> <li>• Product market opportunities and Ansoff's matrix, Product and services marketing. E-commerce and digital marketing strategies,</li> <li>• Concept of market segmentation, targeting and positioning, the different basis of market segmentation, developing effective segments and targets, develop brand positions, positioning, Points of Party (POP) and Points of difference (POD),</li> </ul>
4. Understand the impact of marketing mix and extended marketing mix options for products and services.	<p>4.1 Analyse the process of a new product or service development.</p> <p>4.2 Design a distribution strategy for a product or service development.</p> <p>4.3 Evaluate pricing strategies and methods for product or service development.</p> <p>4.4 Develop an integrated marketing communication campaign for a product or service development.</p> <p>4.5 Evaluate the role of the extended marketing mix in the marketing of services.</p>	<ul style="list-style-type: none"> <li>• Creating a marketing strategy and allocation of resources and monitoring and control.</li> <li>• Marketing planning: The importance and value of marketing plans. The links between marketing plans, marketing objectives and marketing strategies.</li> <li>• The Marketing Mix Original 4Ps             <ul style="list-style-type: none"> <li>○ Product: Differences between products and services, the importance of brands, product development and product lifestyle.</li> <li>○ Price: Pricing context, pricing strategies, methods and tactics.</li> <li>○ Place: Channel management, supply chain management and logistics, channel design width vs depth</li> <li>○ Promotion: promotional mix (advertisement, publicity and PR, sales promotion, personal selling, direct marketing and online promotions etc.), Integrated communication mix and promotional tools, message and media choice.</li> </ul> </li> <li>• The extended 7Ps to include:</li> </ul>

		<ul style="list-style-type: none"> <li>○ People: The different roles of ‘people’ in marketing, including customer interfacing and support personnel. The different skills, attitudes and behaviour of people delivering the product or service to customers.</li> <li>○ Physical evidence: The tangible aspects of service delivery – visual, aural and olfactory elements.</li> <li>○ Process: Systems and processes involved in delivering a consistent service. Different types of processes used to expedite the marketing function.</li> <li>● The 4Ps vs 7Ps and the significance of the extended marketing mix and service marketing.</li> </ul>
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## Assessment

To achieve a ‘pass’ for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment Criteria to be covered	Assessment type	Word count (approx. length)
All 1	All ACs under LO 1	Essay	1000 words
All 2 to 4	All ACs under LO 2 to 4	Report	3500 words

## Indicative Reading list

Aaker, D. A. and McLoughlin, D., 2007. *Strategic Market Management: European Edition*. Chichester: John Wiley & Sons.

Brassington, F. and Pettitt, S. (2012) *Essentials of Marketing*. 3<sup>rd</sup> Ed. Harlow: Pearson.

Doyle, P. and Stern, P., 2006. *Marketing Management and Strategy*, 4<sup>th</sup> Ed. Harlow: Financial Times Prentice Hall.

Groucutt, J. And Hopkins, C. (2015) *Marketing (Business Briefings)*. London: Palgrave Macmillan.

Hollensen, S., 2010. *Marketing Planning: A Global Perspective*, 2<sup>nd</sup> Ed. Maidenhead: Mcgraw-Hill.

Jobber, D. And Chadwick, F. (2012) *Principles and Practice of Marketing*. 7<sup>th</sup> 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*. 7<sup>th</sup> Ed. Chichester: John Riley and Sons.

Nijssen E (2017). *Entrepreneurial marketing: an effectual approach Routledge*; 2<sup>nd</sup> edition. ISBN-10: 1138712914

## Consumer Behaviour and Market Communications

Unit Reference Number	F/618/1615
Unit Title	Consumer Behaviour & Market Communications
Unit Level	7
Number of Credits	20
Total Qualification Time (TQT)	200
Guided Learning Hours (GLH)	100
Mandatory / Optional	Mandatory
Sector Subject Area (SSA)	15.4 Marketing and Sales
Unit Grading Structure	Pass / Fail

### Unit Aims

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, you 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. The 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, Assessment Criteria and Indicative contents

Learning Outcomes – the learner will:	Assessment Criteria – the learner can:	Indicative contents
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	<ul style="list-style-type: none"> <li>• Concept of consumer behaviour, customer needs, desires, and motivations. process of consumer behaviour, consumer Decision-Making Process,</li> <li>• Model of consumer decision-making. The five-stage process:</li> <li>• The value of mapping a path to purchase: the consumer decision journey from pre-purchase,</li> </ul>

	<p>C2C contexts.</p>	<p>purchase, receive and post-purchase.</p> <ul style="list-style-type: none"> <li>• Levels of consumer decision-making – extensive problem-solving, limited problem-solving and routine response behaviour.</li> <li>• Four views of consumer decision-making: economic, passive, emotional and cognitive.</li> <li>• Factors that influence decision-making: The influence of heuristics on decision-making.</li> <li>• The influence of elements of the marketing mix on decision-making.</li> <li>• The influence of new technologies (e.g. e-tailing, online transactions and purchasing, eBay and the rise of C2C purchasing). Model for organisational decision-making. Different buying stages.</li> <li>• Determinants or factors influencing consumer behaviour, individual factors, social-cultural and economic issues, and marketing practices. The relation of consumer behaviour with marketing segments, targeting, brand position and marketing mix.</li> <li>• Decision-Making Unit, Level of involvement Perceived risk Evolving buyer behaviour and media habits (digital channels/mobile devices).</li> <li>• Types of customers - buyers; consumers; clients; end-users; organisations, consumer behaviour in B2B, B2C, C2C context,</li> <li>• Organisational contexts: Profit; Not-for-Profit; third sector; FMCGs, Differences in motivations; needs; wants; values, Social influences on intentions and behaviour.</li> </ul>
<p>2. Understand the relevance of particular theories, Factor, models and concepts related to consumer behaviour.</p>	<p>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.</p>	<ul style="list-style-type: none"> <li>• Consumer psychology; Cognition – thinking, understanding and interpreting stimuli and events; Affective – feelings and attitudes; how and why these are created and embedded in the mind.</li> </ul>

	<p>2.2 Examine the external and individual factors that influence consumer behaviour using models of customer buying behaviour.</p> <p>2.3 Evaluate the process of adoption of new products and services.</p>	<ul style="list-style-type: none"> <li>• Theories of buyer behaviour: theory of reasoned action) TRA) and theory of planned behaviour (TPB).</li> <li>• Models of consumer behaviour: Economic Model, Psychological Model, Schiffman, and Kanuk, the model of consumer behaviour. The Nicosia Model, Howarth Sheth Model. Sociological Model.</li> <li>• Family Decision-making model, Engel-Blackwell-Kollat Model. Webster and Wind Model of Organisational Buying Behaviour.</li> <li>• Individual factors: motivation, learning, memory, perception, attitudes, the personal self, personality, lifestyles, demographic factors etc.</li> <li>• Group influences: opinion leaders reference groups, culture.</li> <li>• Consumer levels of involvement, risks and problem-solving behaviours ( routine, limited, extensive)Buying Roles and decision-making Unit, different types of buying behaviour (Kotler, 2003) or levels of consumer decision making, Habitual buying behaviour , Variety-seeking buying behaviour Complex buying behaviour, Dissonance-reducing buyer behaviour</li> <li>• Diffusion of innovation, Buying decision processes towards new products concept and process,</li> <li>• Influence of technology.</li> </ul>
<p>3. Understanding the marketing research process and customer insight in different contexts including digital contexts.</p>	<p>3.1 Analyse the concepts and processes of developing customer insight in B2C, B2B &amp; C2C contexts.</p> <p>3.2 Analyse factors that affect consumer behaviour and misbehaviours in digital and social media contexts.</p> <p>3.3 Evaluate and design a marketing research study for developing customer insight in different contexts.</p>	<ul style="list-style-type: none"> <li>• The differences between B2C and B2B decision-making processes.</li> <li>• Consumer behaviour and technology, environment and global contexts, consumer behaviour and misbehaviours in a digital context, Digital &amp; social media and consumer behaviour. the concept and process of developing customer insight... marketing research concepts. research methods: Research</li> </ul>

	<p>3.4 Evaluate the principles and benefits of Customer Relationship Management.</p>	<p>design to understand consumers and marketplace behaviours.: the research design process, including problem identification, research question development, data collection, data analysis and marketing project writing.</p> <ul style="list-style-type: none"> <li>• Data capture instruments. sampling, ethics, project management, research supplier relationships, Research questions/objectives Underpinning market research methods, usage of qualitative and quantitative, research principles.</li> <li>• Managing customer experiences, principles and benefits of customer relationship management (CRM), customer relationship management concepts, customer relationship management systems, managing all customer-facing interactions , enhancing customer value , customer satisfaction surveys/measures, complaints, retention, loyalty, churn, customer lifetime value a dynamic approach – continuous improvement in CRM.</li> </ul>
<p>4. Understand the process of managing customer experience, customer relationship management and market communication.</p>	<p>4.1 Analyse the relationship between consumer behaviour consumer experience and consumer communication.</p> <p>4.2 Develop a plan to enhance customer experience and customer relationship management.</p> <p>4.3 Evaluate factors that determine the choice of a message and media for effective customer communications to manage consumer relationship.</p> <p>4.4 Analyse the elements of an effective consumer communications strategy including digital media strategies to manage customer relationship.</p> <p>4.5 Evaluate a range of metrics to measure the success of the communication strategy to</p>	<ul style="list-style-type: none"> <li>• Organising buying behaviour: consumer behaviour in B2B, B2C and C2C contexts,</li> <li>• The buyer's decision-making process, process and factors of Industrial / Organisation Buying behaviour.</li> <li>• Strategy to enhance customer experience and build customer relationships, consumer behaviour &amp; segmentation, targeting and positioning,</li> <li>• Defining customer aspirations and expectations, measuring gaps in customer experiences, Understanding customers and their journeys</li> <li>• Customer experiences and mapping customer journey, employees and internal marketing, Creating a shared aspiration, Service satisfaction, Critical incidents. Moments of truth, Customer touchpoints, developing Service Blueprints.</li> </ul>

	<p>manage customer relationship.</p>	<p>relationship lifecycle, Ladder of Loyalty,</p> <ul style="list-style-type: none"> <li>• Customer satisfaction and loyalty, word of mouth, viral marketing, benchmarking best practices of managing customer experiences &amp; CRM, implementing plan to enhance customer experience &amp; CRM, Executing change.</li> <li>• Buyer behaviour and promotional strategy in different contexts, e-consumer behaviour in a digital context, digital technologies and customer experience: Online forums,</li> <li>• Comparison websites, Social media, Online buying, Direct marketing and selling, Use of algorithms and AI, Online complaint handling, post-purchase management</li> <li>• Integrated marketing communication (IMC) Relationship marketing Media selection Message creation. Creation of value Price/quality balance ROI/ROCE Profitability levels Competition Customer Lifetime Value, KPIs, Marketing metrics.</li> </ul>
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## Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment Criteria to be covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Report	4500 words

## Indicative Reading list

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 Students*, 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).

## Digital and Social Media Marketing

Unit Reference Number	J/618/1616
Unit Title	Digital and Social Media Marketing
Unit Level	7
Number of Credits	20
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	100 Hours
Mandatory / Optional	Mandatory
Sector Subject Area (SSA)	15.4 Marketing and Sales
Unit Grading Structure	Pass / Fail

### Unit Aims

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 module 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 module examines the legal and ethical considerations that marketing in a digital world raises. This module teaches you a range of state-of-the art tools and theories of how to use social media effectively to achieve your branding and communication goals. students will learn the scientific and strategic approach to marketing with hands-on implementation of online marketing and social media strategies.

### Learning Outcomes, Assessment Criteria and Indicative Contents

Learning Outcomes – the learner will:	Assessment Criteria – the learner can:	Indicative contents
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	<ul style="list-style-type: none"> <li>• Traditional marketing vs digital marketing.</li> <li>• Concepts of social media marketing and digital marketing.</li> <li>• Introduce a digital dimension of marketing principles. Marketing and creating customer value, concepts of consumer relation, customer retention</li> </ul>

	<p>social media strategy.</p> <p>1.4 Evaluate the role of e-commerce in building and maintain relationships, customer retention and customer loyalty.</p>	<p>and customer loyalty in digital context. Integration of online and offline marketing: real-time marketing, Apps and co-creation, diminishing attention span, customer experience, multi-screening.</p> <ul style="list-style-type: none"> <li>• E-commerce: e-commerce relationships (business to business, business to consumer, consumer to business, consumer to consumer, business to employee); online presence; 100 percent uptime; global access; internet presence; internet trading; funds transfer. Use of information systems: intranets; extranets and virtual private networks (VPNs) for supply chain integration; operational issues e.g. eliminating 'media breaks' to exchange supply information on a common digital platform.</li> <li>• Digital marketing and new technologies: social media, Internet of Things, location-based marketing, big data, blockchain technology, crowdsourcing, virtual and augmented reality, automation, programmatic, digital content, integration. Online marketing and social media. Online marketing (e.g., display ads and search ads, SEO mobile marketing, etc.) And social media (e.g., Twitter, Facebook, etc.).</li> <li>• Range of digital/mobile/social media marketing tools. Benefits of digital marketing and role of it: geographic coverage, customer reach. Online communication systems; online business communities; 24/7 availability, flexibility, speed of customization, interactivity, and personalization, decrease in transaction costs; closer buyer-supplier relationships; improved purchasing, order processing .e-tailing; business to business, business to consumer; intermediation and disintermediation; networks., measurability and</li> </ul>
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		<p>attribution.</p> <ul style="list-style-type: none"> <li>Using e-technologies to build and nurture customer relationships. Process of consumer decision making, AIDA &amp; AIETA model of communication, advertisement and idea or product/service adoptions, customer involvement and customer engagement, customer relation and customer loyalty ladder: passive relationship, suspect, prospect, customer, client, supporter, advocate. The online customer journey, online word of mouth, consumer-generated media, online research, personalisation.</li> <li>Objectives of digital and social media strategy.</li> </ul>
<p>2. Understand the changing dynamics of an organisation's environment and its impacts.</p>	<p>2.1 Analyse how the changing dynamics of the internal and external environments influence the future direction of the digital structure of an organisation.</p> <p>2.2 Analyse the process and factors that include consumers to adopt digital marketing.</p> <p>2.3 Evaluate the changes in online customer behaviour as a result of the dynamic digital environment.</p> <p>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.</p>	<p>Reasons for the rise in online consumer power.</p> <ul style="list-style-type: none"> <li>Macro-factors including political – global insecurity, global crisis, Brexit. Economic – crowdfunding, international trade agreements. Social – urbanisation, Netizen journalism, health and wellbeing. Technology-predictive analysis, artificial intelligence, virtual reality, augmented reality, Mobile evolution, Genetic Technology, Wearable technology, Environmental – global warming, global shortages, Legal – privacy and security-organizational and individual.</li> <li>Micro-factors including competition – innovation, globalisation. the competitive landscape across a number of markets: market size, competitive strategies, market share, market positioning, share of voice, market attractiveness, local/global scenarios, social media monitoring, sentiment analysis tools. Off-site web analytics, Market analysis tools.</li> <li>Organisational resources, capabilities, competencies Culture, structure, functional orientation Ownership and purpose Internal digital</li> </ul>

		<p>skills – SEO, PPC, social media, data visualisation, content management.</p> <ul style="list-style-type: none"> <li>• Customers – consumers' choices and how they react to marketing campaigns, changing behaviour, emerging markets, service expectations, changes in online customer behaviour as a result of the dynamic digital environment: added value created, interaction, usability and experience, speed, cost, perception of credibility, filtering, security and privacy, data protection laws, brand image and corporate reputation, consumer expectations</li> <li>• Customer segmenting and targeting for digital strategy. Micro-segments, mobility of demand, channels – omni and multi-channels, integrated supply chains.</li> <li>• Process and stages in digital adoption: technology adoption and diffusion, staged consumer adoption process, staged business adoption process, factors influencing speed and extent of adoption.</li> <li>• SWOT/TOWS Matching digital Strategies. Scenario planning, Forecasting, value creation relevant to the organisation: Market intelligence Information systems, Relationship between owned, paid and earned media and impact on value. Using Ranking, prioritisation, score cards, dashboards etc.</li> <li>• Data sources Data strategy Data mining Privacy issues in a UK/EU/Global environment Online data collection eCRM Data cleansing Integrated analytics Social identity, Footprint and Technographics.</li> <li>• Marketing research Reforecasting, Big data metrics, Social media analysis and monitoring Social listening/buzz monitoring, Harnessing data</li> </ul>
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		<p>to extract actionable insights.</p> <ul style="list-style-type: none"> <li>• Online survey methods to capture data and enrich customer insights, Commercial measures, Brand measures, Tactical measures.</li> <li>• Sources of data for measuring digital campaigns: Primary and secondary data, Onsite (log files and tagging), Offsite (panels, VOC), Usability studies, Tracking studies, Conversion funnels. Reports, presentations and dashboards, Key performance indicators (KPIs), Data mapping Social Analytics, Sentiment Analysis. Affiliate networks, Social networks, Customers, consumers and users Visitors, Personas, Dashboards, CRM systems Contingency planning.</li> </ul>
<p>3. Recommend resource-led innovative approaches using digital marketing tools to contemporary digital marketing challenges</p>	<p>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.</p>	<ul style="list-style-type: none"> <li>• Digital marketing within the extended marketing mix- 7 Ps product, price, promotion, place, people, process and physical evidence, promotional mix and integrating market communication, branding.</li> <li>• Digital communications tools and enhance customer experience: Web sites; microsites, web pages, mobile Search engine marketing, Online and offline integration, Personalisation, Conversion Rate Optimisation, Engagement and retention, Usability.</li> <li>• Platforms for different contexts               <ul style="list-style-type: none"> <li>○ B2B, B2C, C2C, C2B, G2G, G2B, G2C, B2G, C2G, Capabilities of digital platforms: Depth and breadth of coverage, Analytics and metrics, Collaboration and workflow, engagement, Scalability.</li> </ul> </li> <li>• E-commerce based business models for revenue generation: Commerce, Subscriptions and pay per view, advertising, lead generation, merchants, infomediaries, data and CRM, sharing economy based business model, agglomeration marketing</li> </ul>

		<p>websites.</p> <ul style="list-style-type: none"> <li>• Different automated and non-automated sales and support activities, automated: programmatic and retargeted advertising, shopping carts, automated repeat purchase settings, calls to action. real-time online sales and support: e-mail campaigns, SMS sales campaigns, sales affiliate and sales networks, live person support, integrated live chat, social media sales channels.</li> </ul>
<p>4. Understand how to develop digital strategies and an integrated social media campaign for a strategic relationship with the customers.</p>	<p>4.1 Analyse a digital marketing strategy for an organisation for building customer relationships with the brand and organisation.</p> <p>4.2 Analyse a digital strategy with an integrated digital promotion campaign to create a web-based presence.</p> <p>4.3 Evaluate the resource requirements for a digital marketing strategy, digital channels and digital communications mix.</p> <p>4.4 Examine the use of proposed key performance indicators to measure the success of the digital strategy and social media campaign.</p>	<ul style="list-style-type: none"> <li>• Build consumer-brand relationships, Relationship marketing theories Customer lifetime value Marketing communications Complaints process Customer service Collecting data at all touchpoints eCRM Building a customer-centric company culture.</li> <li>• The customer journey in the digital context: unaware, aware, interest, engage, subscribe, convert, excite, ascend, advocate, promote etc.</li> <li>• Developing digital marketing strategy and plan, Customer Journey aims and objectives of digital marketing, deciding target segments and audiences, Digital marketing mix, developing message and brand proposition, choosing digital media platforms, Implementation planning, executing the social media and digital plan, content marketing,</li> <li>• Online marketing options: acquisition, retention and/or brand building to enhance customer relationships (CRM)</li> <li>• Four dimensions of digital promotion: Digital Advertising, Search engine Marketing, Content Marketing, Social Media Marketing.</li> <li>• Marketing on digital channels and digital communications mix: Live chat, Video, Social media, Podcast, online communities, RSS and</li> </ul>

		<p>aggregation, Applications, Advertising, Virtual and Augmented reality, Email, Search Engine Marketing, Website, third-party sites and applications, social networks and user-generated content for international marketing.</p> <ul style="list-style-type: none"> <li>• Social media strategies (e.g., strategic design and launch of a website, implementation of SEO strategies, design and management of a corporate social media account. Implementing social media and viral marketing, e-mail marketing, banner advertisements, or pay-per-click.</li> <li>• Digital activities to support and enhance multichannel marketing: advantages and disadvantages of multichannel marketing, Increased penetration and market research, increase Customer touchpoints,</li> <li>• Integration with analysis and data, Interactive content, Permission-based marketing, Multi-tasking.</li> <li>• The application of integrated campaigns using multiple channels, feedback and control.</li> <li>• Interactive online campaigns: Augmented reality, Interactive displays Skyscrapers, Longboats, Interstitials and superstitions, Pop-ups, Viral marketing and gaming, Online tracking of customer behaviour.</li> <li>• Metrics to evaluate digital marketing programmes, the measurement for digital campaigns, Objective setting, Performance review – using performance indicators; quantitative measures; qualitative measures; organisation and personnel, customer metrics, Market metrics: Marketing productivity, Marketing mix decisions, Customer satisfaction, and involvement, Market share and forecast demand , Identifying improvements, ROI and LTV,</li> </ul>
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		Response rates, Campaign reviews , Key performance indicators for continuous improvement, Customer analysis , Online buyer and search behaviour.
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## Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment Criteria to be covered	Assessment type	Word count (approx. length)
All 1	All ACs LO1	Presentation with speaker notes	10 minutes (speaker notes 500 words)
All 2 to 4	All ACs under LO 2 to 4	Report	4000 words

## Indicative Reading List

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

## Contemporary Challenges and Strategic Marketing

Unit Reference Number	L/618/1617
Unit Title	Contemporary Challenges and Strategic Marketing
Unit Level	7
Number of Credits	20
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	100 Hours
Mandatory / Optional	Mandatory
Sector Subject Area (SSA)	15.4 Marketing and Sales
Unit Grading Structure	Pass / Fail

### Unit Aims

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 module 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, Assessment Criteria and Indicative Contents

Learning Outcomes – the learner will:	Assessment Criteria – the learner can:	Indicative contents
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.	<ul style="list-style-type: none"> <li>Role of strategic marketing: key definitions of strategic marketing from the Chartered Institute of Marketing and key authors ( e.g. Peter Doyle; Philip Kotler; Malcolm McDonald); role and importance of strategic marketing in an organisation; concepts; systematic approach; sequencing and scheduling of activities; integration of activities; resource requirements; time scaling; monitoring and control elements.</li> <li>Processes: strategic marketing planning processes (e.g. Peter Doyle, Malcolm McDonald)</li> </ul>

		<p>including strategic marketing analysis, marketing strategy objective setting, perceptual mapping, factor analysis, option evaluation, choice, formulation, implementation and control Links to corporate strategy: the nature of strategy and marketing links to corporate strategy e.g. Michael Porter; links to mission statement, organisational structure, corporate responsibility and ethics; dynamic strategy (Carpenter and Sanders); knowledge management systems.</p> <ul style="list-style-type: none"> <li>Relationship marketing: direct response marketing strategies e.g. offensive strategies, obtaining new customers, increasing customer purchase frequency; defensive strategies, increasing customer satisfaction and increasing switching costs; customer retention strategies e.g. product bundling, cross-selling, cross-promotions, loyalty programmes; customer satisfaction, customer life cycle value; personalised marketing.</li> </ul>
<p>2. Understand the key innovative business drivers for organisational success.</p>	<p>2.1 Evaluate the relevance of the organisation's mission and values in a dynamic environment.</p> <p>2.2 Assess the current and potential role technological innovations have on influencing organisational success.</p> <p>2.3 Analyse the process of creativity and innovation in an organisation by its drivers and barriers.</p> <p>2.4 Evaluate how organisational structures, processes and operations underpin strategy in a changing environment.</p>	<ul style="list-style-type: none"> <li>Vision and mission: influence of vision and mission; indicators of organisational performance; Leading the case for innovation: leadership styles and behaviours – strengths, adopting appropriate style for different circumstances; theory and practice of influencing and motivating others for creativity and innovation. theory and application of lateral thinking, visioning and problem-solving techniques; Obstacles and barriers to innovation: political, bureaucratic and resource barriers, techniques for addressing them,</li> </ul>
<p>3. Understand the models and process of analysing business environment and design of Strategic marketing in different</p>	<p>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.</p>	<ul style="list-style-type: none"> <li>Models: organisation, industry and market environment situation analysis; Value chain analysis, Porter's Five Forces model; PESTEL (political, economic, social, technological, environmental, legal) analysis, SWOT (strengths,</li> </ul>

<p>contexts.</p>	<p>3.2 Examine the links between competitive strategic positioning and marketing tactics.</p> <p>3.3 Justify appropriate strategic marketing objectives for a market.</p> <p>3.4 Evaluate a strategic marketing response to key emerging themes in a marketing strategy in different contexts.</p>	<p>weaknesses, opportunities, threats) analysis. Portfolio analysis techniques e.g. BCG matrix, Product Life Cycle models etc. Strategic groups,</p> <ul style="list-style-type: none"> <li>• Bowman’s Strategic Clock, Ansoff matrix Links between strategic positioning and marketing tactics: strategic positioning, defining the future position, information collection, analysis, choice of strategy, implementation, monitoring; links to strategic plan e.g. internal growth, market penetration, market development, product development, diversification.</li> <li>• Marketing tactics and operational plans; product tactics e.g. selection, range, quality, branding; price tactics e.g. skim pricing, penetration pricing, cost price, market price, price discrimination; promotion tactics e.g. customer loyalty schemes, product sampling, dealer loaders, extended credit, point of sale (POS) materials; place tactics e.g. distribution channels, transport management, stock and handling, run through times, terms of delivery.</li> <li>• Strategic marketing objectives and SMART objectives and their significance.</li> <li>• Strategy options: Porter’s generic strategies (focus, cost leadership and differentiation); core competencies (G Johnson and K Scholes, G Hamel and C K Prahalad); competitive advantage (H Davidson, M Porter); General Electric model; Shell directional policy matrix; market leadership; market dominance strategies; market leader, market challenger, market follower, market niche; innovation strategies; market pioneer; close followers, late followers; offensive, defensive and value-based marketing strategies.</li> </ul>
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<p>4. Understand the process of implementation of Strategic marketing in different contexts.</p>	<p>4.1 Examine the segments, targets, and brand positioning for a product or service at an organisation.</p> <p>4.2 Justify an effective integrated marketing mix in line with the choice of marketing strategy.</p> <p>4.3 Evaluate key proposed key performance indicators for an effective marketing strategy and marketing plan.</p>	<ul style="list-style-type: none"> <li>Marketing techniques: setting marketing objectives and marketing strategy, targeting markets; segmenting markets e.g. geographic, demographic, psychographic, behaviour; profiling markets e.g. revenue potential, market share potential, profitability potential; positioning segmented markets e.g. market leader or product line extension, mass marketing or targeted marketing, direct or indirect sales.</li> <li>Strategic Marketing Plans and programmes : marketing mix – 7 Ps (Product, Price, Place, Promotion, People, Process, Physical evidence); marketing activity strategies for product/service, pricing, distribution, promotion (advertising, sales promotion, personal selling, direct marketing, public relations), people (internal, intermediaries, customer service), processes and physical evidence, e-marketing strategy; customer relationship management; resource requirements (financial, people, marketing); marketing metrics and key performance indicators, integration of marketing activity strategies.</li> </ul>
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## Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment Criteria to be covered	Assessment type	Word count (approx. length)
All 1	All ACs under LO 1	Presentation with speaker notes	10 minutes (speaker notes 500 words)
All 2 to 4	All ACs under LO 2 to 4	Report	4000 words

## Indicative Reading list

Best R J (2012). *Market-based Management: Strategies for Growing Customer Value and Profitability*, 6<sup>th</sup> 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*, 17<sup>th</sup> Edition: Prentice Hall, ISBN 9781292220178

Lambin, J-J. and Schuiling, I., 2012. *Market-Driven Management: Strategic and Operational Marketing*, 3<sup>rd</sup> Ed. Basingstoke: Palgrave Macmillan

McDonald M (2016). *Malcolm McDonald on Marketing Planning: Understanding Marketing Plans and Strategy*. 2<sup>nd</sup> Edition: Kogan-Page. ISBN 0749478217

Mullins J, Walker O C and Boyd H W (2009) *Marketing Management: A Strategic Decision-Making Approach*, 7<sup>th</sup> 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*, 2<sup>nd</sup> Ed. Oxford: Oxford University Press

Winer R and Dhar R. (2010). *Marketing Management*, 4<sup>th</sup> Edition: Pearson Education, ISBN 0136074898

## Strategic Brand Management

Unit Reference Number	R/618/1618
Unit Title	Strategic Brand Management
Unit Level	7
Number of Credits	20
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	100 Hours
Mandatory / Optional	Mandatory
Sector Subject Area (SSA)	15.4 Marketing and Sales
Unit Grading Structure	Pass / Fail

### Unit Aims

This unit aims to develop learners' understanding of the key principles that underpin managing brands and brand equity. The module enables you 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. The learner will gain the skills to establish and position brand strategy, and also manage the brand so it continues to deliver the brand promise. The learners will also important issues involved in building strong brands and in maximising the value of existing brands in various industries and sectors.

### Learning Outcomes, Assessment Criteria and Indicative Contents

Learning Outcomes – the learner will:	Assessment Criteria – the learner can:	Indicative contents
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,	<ul style="list-style-type: none"> <li>• Concept of the brand , Elements of brand-promise, perception, trust, values, voice, personality. Soft hard brands, brand architecture.</li> <li>• Brand vision and brand management process, Role of the brand, brand elements (name, logos, identity, symbols, characters, URLs, colour, tune, music etc); criteria for choosing brand elements.</li> </ul>

	<p>and brand personality.</p> <p>1.4 Evaluate the role of corporate social responsibility and sustainability practices in branding.</p>	<p>Brand names and criteria,</p> <ul style="list-style-type: none"> <li>• Product branding and services/customer experience branding, customer motivation, customer journey, brand touch points,</li> <li>• Brand identity and brand image, brand personality and brand positioning, Brand objectives, Relationships with customers, Positioning attributes, Personalisation, Intangible assets Brand value, personality and values Competitive strength Organisational strength Application of key concepts – corporate reputation. Personality and identity. Brand association. CSR Corporate Personality.</li> <li>• Individual branding, Corporate branding &amp; communications; the relationship between the organisation and the public; creates, reinforces and communicates a positive image about an organisation; affirmative relationship with all stakeholders (internally and externally). communicates the essence of the organisation, ensures adherence to corporate brand guidelines; minimises discrepancies between the organisation’s desired identity and brand features; clarifies and embeds the brand strategy, brand position, brand identity and brand message.</li> <li>• Relevant and current journal articles.</li> </ul>
<p>2. Understand branding models, brand equity, brand personality, corporate reputation and corporate communication and their interrelations.</p>	<p>2.1 Analyse the factors that drive brand identity and brand positioning.</p> <p>2.2 Analyse brand personality of a brand or an organisation.</p> <p>2.3 Analyse the interrelationship between brand. management and corporate reputation to sustain brand equity.</p> <p>2.4 Evaluate the models of brand equity and the impact of brand equity on</p>	<ul style="list-style-type: none"> <li>• Market attractiveness models. Consumer perceptions internals consumer Cultural audit Standardisation/adaptation of market offering. Identification of key stakeholder needs, Mendalow’s Power/Interest Matrix, CSR, Social Values, Co-creation of value,</li> <li>• Environmental issues: environmental legislation, environmental, social, cultural, ethical and moral issues: equal opportunities, diversity; disability;</li> </ul>

	<p>organisational success.</p> <p>2.5 Analyse how brand equity and reputation can be developed through integrated marketing programmes together with a digital presence.</p>	<p>discrimination; Social, cultural, ethical and moral issues: equal opportunities, diversity; corporate social responsibility and sustainable development.</p> <ul style="list-style-type: none"> <li>• The factors that drive brand identity: brand identity prism, Brand relationship to organisational vision, mission and organisational behaviour, Brand personality, Aaker's dimensions of brand personality, profile and positioning, Relationships with employees and customers, Factors that support the creation of brand identity and image, brand value.</li> <li>• Brand position, brand positioning map, Brand associations, brand differentiation, Points-of-difference (PODs) and Points-of-parity (POPs).</li> <li>• Brand equity and brand value, Brand equity pyramid, measuring brand equity, brand loyalty, customer lifetime value, Brand equity, External and internal branding activity, Managing the brand portfolio. Models of Brand equity, Aaker's Model of Brand equity, Customer-based brand equity model, Interbrand.</li> </ul>
<p>3. Understand the process and factors related to developing and enhancing brand image over time.</p>	<p>3.1 Analyse the main branding challenges in contemporary markets and potential approaches to overcome them.</p> <p>3.2 Analyse the basis of brand association and brand differentiation.</p> <p>3.3 Analyse the process and stages of brand launch sponsorship and development over time.</p>	<ul style="list-style-type: none"> <li>• Organisational and external factors influencing branding decisions.</li> <li>• Understanding the Transfer of Brand Knowledge and brand perception. Marketing strategy planning and managing integrated marketing communications Corporate reputation Media relations: Brand building narrative, use of external expertise, Selecting and managing agencies and consultants. Creating dissonance in the image Negative PR.</li> <li>• New brand launch process (pre-launch, during launch and post-launch), Increasing Brand Allegiance and CRM,</li> <li>• brand sponsorship decisions, individual brands, sub</li> </ul>

		<p>brands, Umbrella Branding licensing, private brands, manufactures, brand, Co-Branding, national branding, geographical branding, Ingredient Co-Branding, Global brands, brand adaptation, counterfeit brands.</p> <ul style="list-style-type: none"> <li>• Brand development: brand extensions, line extensions, multi-brands and new brands.</li> <li>• Brand development process and planning: brand objectives, brand and marketing mix, promotional mix, market share and retention plan, brand-building campaigns including use of social media synergy with organisational marketing plan.</li> <li>• Factors to consider for brand building: market conditions, resource management, licensing/trademarks/global legislation, marketing tools, market research and evaluation techniques.</li> </ul>
<p>4. Understand the development of brand management strategies to meet marketing objectives.</p>	<p>4.1 Justify a brand development strategy and brand management plan.</p> <p>4.2 Analyse the human and physical resources needed to support the brand plan.</p> <p>4.3 Evaluate a marketing campaign, including digital &amp; social media campaigns to successfully develop a brand position to meet marketing objectives.</p> <p>4.4 Evaluate the outcomes of a range of brand metrics to determine the performance of the brand.</p>	<ul style="list-style-type: none"> <li>• Brand strategy as a process: brand identity &amp; positioning perceptions brand aim &amp; purpose, consistency, emotional impact, brand activation, customer segments &amp; targeting, competitor analysis, product/service mix, marketing campaign message and media including digital tools and media, communication channels and flows e.g. news releases, reports, advertising, online communications, speeches, interviews, websites, social network advertising and discussions.</li> <li>• Facebook, twitter; developing relationships of trust, creating synergy, connectivity, systems thinking, inter-organisational participation processes, research processes, websites, expert institution linkage; breaking down barriers.</li> <li>• Brand management &amp; resources considerations: organisational culture, employee skills, outsourcing vs in-house branding campaign, global vs local</li> </ul>

		<p>control of brand, budget.</p> <ul style="list-style-type: none"> <li>Brand success metrics : quantitative and qualitative measures,behaviour, perception and performance metrics ,digital and offline evaluation tools, brand equity/strength ,brand measurement dashboard, conversion tracking, KPIs, competitor intelligence, digital tools , real-time metrics and long-term surveys, continuous improvement plans.</li> </ul>
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## Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment Criteria to be covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Report	4500 words

## Indicative Reading List

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 Hyper-Connected 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*. Butterworth-Heinemann.
- 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.
- Klein, N. (2001). *No Logo*. London: Flamingo.
- Kornberger, M. (2010). *Brand Society: How Brands Transform Management and Lifestyle*. Cambridge: Cambridge University Press.
- Lopes, Teresa da Silva (2007), *Global Brands*, New York, Cambridge University Press.
- Malefy, T.D. and Moeran, B. (2003). *Advertising Cultures*. London: Berg.
- Ormeno M – *Managing Corporate Brands: A New Approach to Corporate Communication* (duv, 2007) ISBN 3835007815
- Riezebos, R. (2003). *Brand Management: A Theoretical and Practical Approach*. Harlow: Prentice Hall.

## Marketing Research Project

Unit Reference Number	Y/618/1619
Unit Title	Marketing Research Project
Unit Level	7
Number of Credits	20
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	100 Hours
Mandatory / Optional	Mandatory
Sector Subject Area (SSA)	15.4 Marketing and Sales
Unit Grading Structure	Pass / Fail

### Unit Aims

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, Assessment Criteria and Indicative Contents

Learning Outcomes – the learner will:	Assessment Criteria – the learner can:	Indicative contents
1. Be able to identify research problems and formulate research objectives.	1.1 Appraise research problems. 1.2 Develop appropriate research objectives and justify their choice.	<ul style="list-style-type: none"> <li>Understanding the research context; research problem identification for investigation; research topic identification; the conceptualisation of a research problem; developing insights; and feasibility and possibilities.</li> </ul>
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.	<ul style="list-style-type: none"> <li>Definition, features and ways to do literature review; the generic selection of literature; spotting the sources of literature; justification of an appropriate selection of literature; the selection of appropriate theories for the research; conceptualisation of the research phenomenon; including relevant theories and the justification of choices; the strength and credentials of relevant theoretical</li> </ul>

		framework; the understanding and interpretation; and developing the theoretical framework.
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.	<ul style="list-style-type: none"> <li>Designing a research using the most appropriate method; research question or hypothesis test; reliability and validity test; ethical issues consideration; quantitative methodology; questionnaire design and distribution; conducting interviews; surveys; qualitative methodology; interviews; observation; and case studies.</li> </ul>
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.	<ul style="list-style-type: none"> <li>Writing a research report for professional audiences; following a criteria sequence as rationale of the research, formatting, editing, critical analysis, discussions of evidences and findings.</li> </ul>

## Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment criteria to be covered	Type of assessment	Word count (approx. length of coursework)
All 1 to 4	All under LO 1 to 4	Report	2500 words

## Indicative Reading list

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.

## **IMPORTANT NOTE**

Whilst we make every effort to keep the information contained in programme specification up to date, some changes to procedures, regulations, fees matter, timetables, etc may occur during the course of your studies. You should, therefore, recognise that this booklet serves only as a useful guide to your learning experience. For updated information please visit our website [www.othm.org.uk](http://www.othm.org.uk).