CPD Level 5 Diploma of Higher Education in Marketing Management

Course Handbook

Qualification
CPD Level 5 Diploma of Higher Education in Marketing Management

Level
5

Guided Learning Hours
640

Total Qualification Time Hours
2400

Credit Value
240

Qualification Objective
How do marketing function and operates in a business? Will the marketing change due to business, technology and society changes? These are the sorts of questions marketing professionals seek for answers and the course provides answers by covering a wide range of topics, rooting fundamental marketing principles in a contemporary business context.
In addition to providing a comprehensive knowledge of business and marketing management, 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
Stage A

Units	Unit level	Unit credit
Operational Marketing	4	30
Business Organisations	4	30
Organisational Behaviour	4	30
Business Technologies	4	30

Stage B

Units	Unit level	Unit credit
Managerial Marketing	5	30
Business Development	5	30
Social Marketing	5	30
Digital Marketing	5	30

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
Operational Marketing

Level
4

Guided Learning Hours
80

Learning Time Hours
300

Credit Value
30

Learning Outcomes
LO1- Understand the marketing process
LO2 - Understand the marketing mix
LO3 - Understand the value of marketing research to an organisation

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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
LO1- Understand the marketing process	1.1 Explain the relationship between a marketing strategy and the achievement of organisational objectives 1.2 Assess the relationship between marketing and other functions 1.3 Explain the components of an effective marketing plan 1.4 Assess an organisation's market orientation
LO2 - Understand the marketing mix	2.1 Analyse the components of the marketing mix 2.2 Explain the application of the marketing mix of products at different stages of their life cycle 2.3 Assess the link between the marketing mix and customers' needs
LO3 - Understand the value of marketing research to an organisation	3.1 Assess the importance of marketing research and data in defining the marketing mix for a product or service 3.2 Evaluate the relative merits of marketing research theories 3.3 Evaluate the usefulness of marketing research and data and their contribution to business decision-making

UNIT SPECIFICATIONS

Unit Title
Business Organisations

Level
4

Guided Learning Hours
80

Learning Time Hours
300

Credit Value
30

Learning Outcomes
LO1 - Understand the organisation of a business
LO2 - Understand management of information in business organisations
LO3 - Understand the management of risk in business organisations

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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
LO1- Understand the organisation of a business	1.1 Analyse how the company vision, aims, objectives and strategy relate to each other and their impact on an organisation

	1.2 Analyse roles and responsibilities within a business
	1.3 Assess the role of a stakeholder in the structure and organisation of a business
	1.4 Assess the way in which the structure of an organisation affects its resource requirements
	1.5 Analyse the ways in which organisation functions interrelate in order to achieve corporate objectives
LO2 - Understand management of information in business organisations	2.1 Explain the uses of business information
	2.2 Evaluate the suitability of different sources of information for business use
	2.3 Analyse the requirements, features and uses of an information system
	2.4 Assess the security measures needed to protect business information
	2.5 Analyse the role of systems thinking to ensure efficient business performance
LO3 - Understand the management of risk in business organisations	3.1 Evaluate the role of and techniques for managing risk in business organisations
	3.2 Explain the purpose and features of contingency planning in business organisations

UNIT SPECIFICATIONS

Unit Title
Organisational Behaviour

Level
4

Guided Learning Hours
80

Learning Time Hours
300

Credit Value
30

Learning Outcomes
LO1 - Understand the principles of organisational behaviour
LO2 - Understand how to apply management and leadership to enhance organisational behaviour
LO3 - Understand motivation in business

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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
LO1- Understand the principles of organisational behaviour	1.1 Examine the concepts, theories and models of organisational behaviour
	1.2 Assess the characteristics of organisational culture and its impact on behaviour
	1.3 Analyse how an individual affects organisational behaviour
	1.4 Analyse how a group affects organisational behaviour
	1.5 Assess the impact of organisational behaviour on organisational functioning and effectiveness
LO2 - Understand how to apply management and leadership to enhance organisational behaviour	2.1 Examine the key issues related to managing people in organisations
	2.2 Analyse the differences between leadership and management in organisations

	2.3 Examine the role of the manager in relation to organisational behaviour and the achievement of organisational goals
	2.4 Analyse the skills and attributes required for effective leadership
LO3 - Understand motivation in business	3.1 Evaluate the application of motivational theories
	3.2 Analyse the use of reward and remuneration as a motivator
	3.3 Analyse the extent to which motivators can impact upon employee commitment and employee performance
	3.4 Evaluate the components of a motivational framework
	3.5 Assess the nature, value and development of the psychological contract

UNIT SPECIFICATIONS

Unit Title
Business Technologies

Level
4

Guided Learning Hours
80

Learning Time Hours
300

Credit Value
30

Learning Outcomes
LO1 - Understand the concept of business technologies
LO2 - Understand the impact of business technologies
LO3 - Understand the development of new business technologies

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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
LO1- Understand the concept of business technologies	1.1 Assess the nature and potential of emerging business technologies
	1.2 Analyse the changes in business and investment needed to adapt to new technologies
	1.3 Analyse the way in which regulation affects the adoption of new technologies
	1.4 Analyse the concept and uses of Software as a service
LO2- Understand the impact of business technologies	2.1 Analyse the impact of business technologies on business processes, strategy and operations, business systems and working practices
	2.2 Analyse the need for new or different organisational structures in response to technological developments
	2.3 Analyse the influence of the use of technology on organisational culture
	2.4 Analyse the impact of business technologies on skill needs and training requirements
	2.5 Assess the impact of business technologies on customer service and competitiveness
LO3 - Understand the development of new business	3.1 Assess the process of new business technology

	development
technologies	3.2 Analyse the process by which new business technology development is implemented in the workplace
	3.3 Analyse the advantages and disadvantages that new business technology can bring to the workplace
	3.4 Analyse how new business technologies can change and impact how people work
	3.5 Assess the role and importance of testing and piloting
	3.6 Analyse the factors to be taken into account in bringing new business technologies to market

UNIT SPECIFICATIONS

Unit Title
Managerial Marketing

Level
5

Guided Learning Hours
80

Learning Time Hours
300

Credit Value
30

Learning Outcomes
LO1 - Understand the analysis and use of marketing intelligence
LO2 - Understand partnerships within marketing
LO3 - Understand the development of a marketing plan

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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
LO1- Understand the analysis and use of marketing intelligence	1.5 Evaluate the role and uses of market information and intelligence 1.6 Appraise the structure and characteristics of an effective marketing information system 1.7 Evaluate the suitability, advantages and disadvantages of different methods of collecting marketing information 1.8 Evaluate the uses, requirements, advantages and disadvantages of a marketing analytical system 1.9 Evaluate the use of sales forecasting techniques
LO2- Understand partnerships within marketing	2.6 Assess the purpose and value of a marketing partnership 2.7 Evaluate the requirements, responsibilities and liabilities of a marketing partnership 2.8 Assess the scope of activities of a marketing partnership and the incentives for investment 2.9 Evaluate the cost-effectiveness of a marketing partnership
LO3 - Understand the development of a marketing plan	3.7 Assess the way in which a marketing plan should address different competitive positions 3.8 Analyse the information requirements and components of an effective marketing plan 3.9 Establish monitoring mechanisms that are capable of tracking performance and deviations from objectives 3.10 Evaluate the characteristics of effective key performance

UNIT SPECIFICATIONS

Unit Title
Business Development

Level
5

Guided Learning Hours
80

Learning Time Hours
300

Credit Value
30

Learning Outcomes
LO1 - Understand the business environment
LO2 - Understand business planning
LO3 - Understand the nature, growth, application and vulnerabilities of 'Big Data'

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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
LO1- Understand the business environment	1.1 Use a range of analytical tools to assess the influences of the business environment 1.2 Evaluate the impact of market structure on the behaviour of businesses 1.3 Assess the interactions of government and business 1.4 Analyse the suitability of an organisation's structure of its environment 1.5 Evaluate the advantages and disadvantages of centrally planned and market economies on the business environment
LO2- Understand business planning	2.1 Identify areas for growth through systematic analysis 2.2 Evaluate the effectiveness of a business planning model 2.3 Assess the degree of coherence between a business plan, business strategy and an analysis of business information 2.4 Evaluate the feasibility of a financial plan 2.5 Evaluate the effectiveness of a key performance indicator (KPI) and a success criteria
LO3 - Understand the nature, growth, application and vulnerabilities of 'Big Data'	3.1 Describe, define and classify Big Data 3.2 Assess the role of analytics in creating value from Big Data 3.3 Analyse the significance of Big Data from a range of business functions 3.4 Evaluate the ethical implications and data protection issues resulting from the growth of Big Data 3.5 Analyse the role of Big Data in the growth and control of cyber crime

UNIT SPECIFICATIONS

Unit Title
Social Marketing

Level
5

Guided Learning Hours
80

Learning Time Hours
300

Credit Value
30

Learning Outcomes
LO1 - Understand the evolution of social marketing
LO2 - Understand marketing for social enterprises
LO3 - Understand the development of social marketing strategies and plans

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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
LO1- Understand the evolution of social marketing	1.1 Analyse the development of social marketing 1.2 Assess the drivers to change in social marketing 1.3 Analyse the essential components of social marketing 1.4 Analyse the distinctions between strategic social marketing and operational social marketing
LO2- Understand marketing for social enterprises	2.1 Distinguish between marketing for social and commercial enterprises 2.2 Analyse the factors affecting product or service development and pricing 2.3 Evaluate the advantages and disadvantages of a social enterprise brand 2.4 Evaluate the requirements of marketing communications for a social enterprise 2.5 Assess the applications of social marketing
LO3 - Understand the development of social marketing strategies and plans	3.1 Assess the requirements and challenges of developing a social marketing strategy and plan 3.2 Assess the requirements of the social enterprise marketing mix 3.3 Analyse the commercial factors affecting social messages and their communication 3.4 Evaluate the needs and expectations of social marketing stakeholders 3.5 Analyse the role and requirements of the development of a social enterprise supply chain

UNIT SPECIFICATIONS

Unit Title
Digital Marketing

Level
5

Guided Learning Hours
80

Learning Time Hours

300

Credit Value
30

Learning Outcomes
LO1 - Understand the scope, benefits and principles of digital marketing
LO2 - Understand the planning of digital marketing activities
LO3 - Understand how to conduct digital marketing campaigns

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 *To achieve this unit a learner must:*	Assessment Criteria *Assessment of this outcome will require a learner to demonstrate that they can:*
LO1- Understand the scope, benefits and principles of digital marketing	1.1 Analyse the scope, uses and issues of digital marketing 1.2 Analyse the principles on which digital marketing is based 1.3 Analyse the evolution of digital marketing and the scale of its use 1.4 Distinguish between push and pull digital marketing and their respective requirements 1.5 Analyse the principles of search engine optimisation
LO2- Understand the planning of digital marketing activities	2.1 Analyse the use of digital marketing within the overall marketing strategy 2.2 Assess the use of a Customer Relationship Management (CRM) system within digital marketing plans 2.3 Evaluate the requirements of a digital marketing plan that addresses marketing objectives 2.4 Address issues relating to non-interoperable technologies 2.5 Analyse the characteristics of effective response systems
LO3 - Understand how to conduct digital marketing campaigns	3.1 Analyse the requirements of campaigns that are aimed at retention, acquisition and conversion of customers 3.2 Justify the selection of digital media and digital media platforms for different marketing objectives 3.3 Analyses techniques to optimise reach and strengthen marketing messages 3.4 Explain the actions to be taken following an analysis of responses 3.5 Evaluate the value offered by the use of different media and media platforms