



# Qualifi Level 7 Diploma in Strategic Marketing

## Qualification Specification

**May 2023**

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# Contents

About QUALIFI .....	3
Why Choose QUALIFI Qualifications? .....	3
Employer Support for the Qualification Development .....	3
Equality and Diversity .....	3
Qualification Title and Accreditation Number .....	4
Qualification Aims and Learning Outcomes.....	4
Aims of the QUALIFI Level 7 Diploma in Strategic Marketing .....	4
Learning Outcomes of the QUALIFI Level 7 Diploma in Strategic Marketing .....	4
Delivering the Qualification .....	5
External Quality Assurance Arrangements .....	5
Learner Induction and Registration .....	5
Entry Criteria .....	6
Recognition of Prior Learning.....	6
Data Protection .....	7
Learner Voice .....	7
Professional Development and Training for Centres.....	7
Progression and Links to other QUALIFI Programmes .....	7
Qualification Structure and Requirements .....	8
Credits and Total Qualification Time (TQT) .....	8
Rules of Combination for QUALIFI Level 7 Diploma in Strategic Marketing .....	8
Achievement Requirements.....	9
Awarding Classification/Grading.....	9
Assessment Strategy and Methods .....	9
Unit Specifications .....	10
Unit SM701: Contemporary Issues and Principles of Marketing.....	10
Unit SM702: Consumer Behaviour and Market Communications .....	12
Unit SM703: Digital and Social Media Marketing.....	14
Unit SM704: Contemporary Challenges and Strategic Marketing.....	16
Unit SM705: Strategic Brand Management.....	18
Unit SM706: Marketing Research Project .....	21
Contact Details.....	23

## About QUALIFI

QUALIFI is recognised and regulated by Ofqual (Office of Qualifications and Examinations Regulator). Our Ofqual reference number is RN5160. Ofqual regulates qualifications, examinations, and assessments in England.

As an Ofqual recognised Awarding Organisation, QUALIFI is required to carry out external quality assurance to ensure that centres approved for the delivery and assessment of QUALIFI's qualifications meet the required standards.

### Why Choose QUALIFI Qualifications?

QUALIFI qualifications aim to support learners to develop the necessary knowledge, skills and understanding to support their professional development within their chosen career and or to provide opportunities for progression to further study.

Our qualifications provide opportunities for learners to:

- apply analytical and evaluative thinking skills;
- develop and encourage problem solving and creativity to tackle problems and challenges;
- exercise judgement and take responsibility for decisions and actions;
- develop the ability to recognise and reflect on personal learning and improve their personal, social and other transferable skills.

### Employer Support for the Qualification Development

During the development of this qualification QUALIFI consults with a range of employers, providers, and existing centres (where applicable) to ensure rigour, validity and demand for the qualification and to ensure that the development considers the potential learner audience for the qualification and assessment methods.

### Equality and Diversity

QUALIFI's qualifications are developed to be accessible to all learners who are capable of attaining the required standard. QUALIFI promotes equality and diversity across aspects of the qualification process and centres are required to implement the same standards of equal opportunities and ensure teaching and learning are free from any barriers that may restrict access and progression.

Learners with any specific learning need should discuss this in the first instance with their approved centre who will refer to QUALIFI's Reasonable Adjustment and Special Consideration Policy.

## **Qualification Title and Accreditation Number**

This qualification has been accredited to the Regulated Qualification Framework (RQF) and has its own unique Qualification Accreditation Number (QAN). This number will appear on the learner's final certification document. Each unit within the qualification has its own RQF code. The QAN for this qualification is as follows:

### **QUALIFI Level 7 Diploma in Strategic Marketing-610/2615/3**

## **Qualification Aims and Learning Outcomes**

### **Aims of the QUALIFI Level 7 Diploma in Strategic Marketing**

The aim of the QUALIFI Level 7 Diploma in Strategic Marketing qualification is to provide learners with the skills and understanding in marketing and branding that align with good strategic decision making to maintain organisations' competitive advantage.

Learners acquire knowledge through an integrated approach of theory in marketing, branding consumer behaviour and digital communication management and practice using real-time activities. Successful completion of this qualification will develop learners' strategic marketing management, consumer behaviour and branding skills and their ability to focus on the requirements of implementing an organisation's strategy.

The qualification enables learners to progress into or within employment and/or to work toward a relevant master's programme with advanced standing.

### **Learning Outcomes of the QUALIFI Level 7 Diploma in Strategic Marketing**

The overall learning outcomes of the qualification are for learners to:

- 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.
- 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.
- Demonstrate an understanding of the practical value of these frameworks in a range of strategic business situations.
- Create frameworks for understanding and analysing strategic marketing processes in diverse organisational types, encountering different and changing marketing environments.
- 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.

- 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.
- Critically assess market-sourced data and information from a variety of organisations and use this for strategic marketing and decision making.
- Evaluate a variety of creative approaches to product and service design, creativity and innovation that may contribute to organisational wealth and solve organisational problems.
- Demonstrate personal development and learning skills applicable to marketing practices in the marketing environment.

The learning outcomes and assessment criteria for each unit are outlined in the unit specifications.

## **Delivering the Qualification**

### **External Quality Assurance Arrangements**

All centres are required to complete an approval process to be recognised as an approved centre. Centres must have the ability to support learners. Centres must commit to working with QUALIFI and its team of External Quality Assurers (EQAs). Approved centres are required to have in place qualified and experienced tutors, all tutors are required to undertake regular continued professional development (CPD).

Approved centres will be monitored by QUALIFI External Quality Assurers (EQAs) to ensure compliance with QUALIFI requirements and to ensure that learners are provided with appropriate learning opportunities, guidance and formative assessment.

QUALIFI's guidance relating to invigilation, preventing plagiarism and collusion will apply to centres.

Unless otherwise agreed, QUALIFI:

- sets all assessments;
- moderates assessments prior to certification;
- awards the final mark and issues certificates.

### **Learner Induction and Registration**

Approved centres should ensure that all learners receive a full induction to their study programme and the requirements of the qualification and its assessment.

All learners should expect to be issued with the course handbook and a timetable and meet their personal tutor and fellow learners. Centres should assess learners carefully to ensure that they are able to meet the requirements of the qualification and that, if applicable, appropriate pathways or optional units are selected to meet learners' progression requirements.

Centres should check the qualification structures and unit combinations carefully when advising learners. Centres will need to ensure that learners have access to a full range of information, advice and guidance to support them in making the necessary qualification and unit choices. During recruitment, approved centres need to provide learners with accurate information on the title and focus of the qualification for which they are studying.

All learners must be registered with QUALIFI within the deadlines outlined in the QUALIFI Registration, Results and Certification Policy and Procedure.

### **Entry Criteria**

Approved centres are responsible for reviewing and making decisions as to applicants' ability to complete the learning programme successfully and meet the demands of the qualification. The initial assessment by the centre will need to consider the support that is readily available or can be made available to meet individual learner needs as appropriate.

The qualification has been designed to be accessible without artificial barriers that restrict access. For this qualification, applicants must be aged 21 or over and will be expected to hold the following:

- level 6 Qualification or
- first degree.

In the case of applicants whose first language is not English, then IELTS 6 (or equivalent) is required. International qualifications will be checked for appropriate enrolment to UK higher education postgraduate programmes where applicable. Applicants are normally required to produce two supporting references, at least one of which should preferably be academic.

### **Recognition of Prior Learning**

Recognition of Prior Learning (RPL) is a method of assessment (leading to the award of credit) 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 so do not need to develop through a course of learning.

QUALIFI encourages centres to recognise learners' previous achievements and experiences whether at work, home or at leisure, as well as in the classroom. RPL provides a route for the recognition of the achievements resulting from continuous learning. RPL enables recognition of achievement from a range of activities using any valid assessment methodology. Provided that the assessment requirements of a given unit or qualification have been met, the use of RPL is acceptable for accrediting a unit, units, or a whole qualification.

Evidence of learning must be valid and reliable. For full guidance on RPL please refer to QUALIFI's *Recognition of Prior Learning Policy*.

## Data Protection

All personal information obtained from learners and other sources in connection with studies will be held securely and will be used during the course and after they leave the course for a variety of purposes and may be made available to our regulators. These should be all explained during the enrolment process at the commencement of learner studies. If learners or centres would like a more detailed explanation of the partner and QUALIFI policies on the use and disclosure of personal information, please contact QUALIFI via email [support@QUALIFI-international.com](mailto:support@QUALIFI-international.com)

## Learner Voice

Learners can play an important part in improving the quality through the feedback they give. In addition to the on-going discussion with the course team throughout the year, centres will have a range of mechanisms for learners to feed back about their experience of teaching and learning.

## Professional Development and Training for Centres

QUALIFI supports its approved centres with training related to our qualifications. This support is available through a choice of training options offered through publications or through customised training at your centre.

The support we offer focuses on a range of issues including:

- planning for the delivery of a new programme;
- planning for assessment and grading;
- developing effective assignments;
- building your team and teamwork skills;
- developing learner-centred learning and teaching approaches;
- building in effective and efficient quality assurance systems.

Please contact us for further information.

## Progression and Links to other QUALIFI Programmes

Completing the **QUALIFI Level 7 Diploma in Project Management** will enable learners to progress to:

- QUALIFI Level 8 Diploma;
- university to complete a master's degree;
- employment in an associated profession.

## Qualification Structure and Requirements

### Credits and Total Qualification Time (TQT)

The QUALIFI Level 7 Diploma in Project Management is made up of [enter credit value] credits which equates to hours [enter TQT value] of TQT.

**Total Qualification Time (TQT)** is an estimate of the total amount of time that could reasonably be expected to be required for a learner to achieve and demonstrate the achievement of the level of attainment necessary for the award of a qualification.

Examples of activities that can contribute to Total Qualification Time includes guided learning, independent and unsupervised research/learning, unsupervised compilation of a portfolio of work experience, unsupervised e-learning, unsupervised e-assessment, unsupervised coursework, watching a prerecorded podcast or webinar, unsupervised work-based learning.

**Guided Learning Hours (GLH)** are defined as the time when a tutor is present to give specific guidance towards the learning aim being studied on a programme. This definition includes lectures, tutorials and supervised study in, for example, open learning centres and learning workshops, live webinars, telephone tutorials or other forms of e-learning supervised by a tutor in real time. Guided learning includes any supervised assessment activity; this includes invigilated examination and observed assessment and observed work-based practice.

### Rules of Combination for QUALIFI Level 7 Diploma in Strategic Marketing

The QUALIFI Diploma in Strategic Marketing is a Level 7 Qualification. Learners must complete all 6 units to achieve 120 credits.

Unit Reference	Mandatory Units	Level	TQT	Credit	GLH
H/650/7075	Contemporary Issues and Principles of Marketing	7	200	20	100
J/650/7076	Consumer Behaviour and Market Communications	7	200	20	100
K/650/7077	Digital and Social Media Marketing	7	200	20	100
L/650/7078	Contemporary Challenges and Strategic Marketing	7	200	20	100
M/650/7079	Strategic Brand Management	7	200	20	100
Y/650/7080	Marketing Research Project	7	200	20	100
<b>Total</b>			<b>1200</b>	<b>120</b>	<b>600</b>



## **Achievement Requirements**

Learners must demonstrate they have met all learning outcomes and assessment criteria for all the required units to achieve this qualification. QUALIFI will issue certificates to all successful learners via their registered centres.

## **Awarding Classification/Grading**

This qualification grading is pass/fail.

All units will be assessed internally through written assignment, marked internally by a QUALIFI-approved centre and subject to external quality assurance by QUALIFI.

## **Assessment Strategy and Methods**

QUALIFI will provide assessments for each unit of this qualification. These tasks will address all learning outcomes and related assessment criteria, all of which must be demonstrated/passed in order to achieve the qualification.

The tasks will enable learners to draw on work-related information and/or examples wherever possible. Some assessment tasks will contain a practical assignment which will require observation by an assessor, see Assessment Guidance for further information.

The assessment tasks will require learners to draw on real organisational information or case studies to illustrate their answers. To support this activity during the programme of learning, centres are required to make sure that they include case studies of relevant organisations and, wherever possible, encourage learners to draw on work-place opportunities to undertake research and investigation to support their learning.

QUALIFI provides a candidate workbook for each unit that learners should use to record their answers and/or cross-reference any supporting evidence relating to a practical task. Approved centres should request a copy of the assessment workbook.

Learner assessments will be marked internally by the approved centre and will be subject to external moderation by QUALIFI prior to certification.

## Unit Specifications

### Unit SM701: Contemporary Issues and Principles of Marketing

Unit Code: H/650/7075

RQF Level: 7

#### Unit Aim

The aim of this unit is to develop learners' understanding of to evaluate the potential impact of emerging contemporary marketing challenges and apply strategic thinking to develop future marketing using marketing principles in different contexts. The learner will also learn marketing concepts and theory in a range of contemporary settings from entrepreneurial start-ups, industrial manufacturers and global brands, to develop an actionable marketing plan.

#### Learning Outcomes and Assessment Criteria

Learning Outcomes	Assessment Criteria
When awarded credit for this unit, a learner will:	Assessment of this learning outcome will require a learner to demonstrate that they can:
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 Analysis and evaluate the key elements of the marketing function and how they interrelate with other functional units of an organisation. 1.3 Analyse the role of leaders and managers in an effective marketing strategy. 1.4 Evaluate the main dimension of entrepreneurial marketing.
2. Understand external and internal environmental audits for designing marketing planning.	2.1 Analyse the macro marketing environment and the competitive environment of an organisation. 2.2 Analyse the internal organisational environment of an organisation. 2.3 Evaluate the determinants of strategic options for an organisation. 2.4 Evaluate the role of customer relationship management in developing an effective marketing approach.
3. Understand the impact of strategic marketing options for marketing planning.	3.1 Develop SMART objectives and key performance metrics for effective marketing planning. 3.2 Develop a marketing strategy for business growth at an organisation. 3.3 Develop segments, targeting and brand positioning for a product or services. 3.4 Develop marketing strategies to build and enhance

	customer relations and customer retention.
4. Understand the impact of marketing mix and extended marketing mix options for products and services.	<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>

### Guided Reading List

- 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

## Unit SM702: Consumer Behaviour and Market Communications

Unit Code: J/650/7076

RQF Level: 7

### Unit Aim

This unit aims to develop learners' understanding of a theoretical and practical understanding of processes and factors that influence the consumer behaviour of individuals and organisations. By learning about how consumers make decisions, what motivates them, and how contexts and practices influence consumption, learners will be able to strategically apply these insights to the creation of customer value and learn how to critique and challenge current marketing practices and consumer communications.

Learners will be able to evaluate how consumer research has been undertaken and develop your intellectual and analytical capabilities vis-à-vis interpreting cultural and societal trends, parallel to psychological consumer processes, to inform marketing decision-making.

### Learning Outcomes, and Assessment Criteria

Learning Outcomes	Assessment Criteria
When awarded credit for this unit, a learner will:	Assessment of this learning outcome will require a learner to demonstrate that they can:
1. Understand the fundamental psychological, sociological, structural and cultural factors that influence buying behaviour.	1.1 Analyse the concept of customer buying behaviour concerning an organisation's product/services. 1.2 Evaluate the role of consumer behaviour in developing effective marketing programmes. 1.3 Differentiate between different types of decision-making processes in B2C, B2B and C2c Contexts.
2. Understand the relevance of particular theories, Factor, models and concepts related to consumer behaviour.	2.1 Evaluate the impact of the application of appropriate theories, concepts and models that influence and impact consumer decision-making process, supported by specific examples and contexts. 2.2 Examine the external and individual factors that influence consumer behaviour using models of customer buying behaviour. 2.3 Evaluate the process of adoption of new products and services.
3. Understanding the marketing research process and customer insight in different contexts including digital contexts.	3.1 Analyse the concepts and processes of developing customer insight in B2C, B2B & C2C contexts. 3.2 Analyse factors that affect consumer behaviour and misbehaviours in digital and social media contexts. 3.3 Evaluate and design a marketing research study for developing customer insight in different contexts. 3.4 Evaluate the principles and benefits of Customer Relationship Management.

<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 manage customer relationship.</p>
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### Guided 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 Learners*, 6th edition. Pearson.
- Solomon, M. R., Bamossy, G., Askegaard, S. and Hogg, M. K. (2013). *Consumer Behaviour: A European Perspective*, 5th edition. Harlow: Prentice Hall.
- Wilson, A. (2006). *Marketing Research: An Integrated Approach*, 2nd edition. Harlow: FT Prentice Hall (Pearson).

## Unit SM703: Digital and Social Media Marketing

Unit Code: K/650/7077

RQGF Level: 7

### Unit Aim

This unit aims to develop learners' a practical introduction to digital and social media technologies (such as Twitter, Facebook, connected devices – the internet of things and affiliate networks) and their application within marketing. The unit examines the key characteristics of digital and social media, identifies the theoretical underpinnings such as issues of trust and customer engagement together with trends and usage patterns to provide a framework through which to understand and evaluate them. In addition, the unit examines the legal and ethical considerations that marketing in a digital world raises.

This unit teaches learners a range of state-of-the art tools and theories of how to use social media effectively to achieve branding and communication goals. Learners will learn the scientific and strategic approach to marketing with hands-on implementation of online marketing and social media strategies.

### Learning Outcomes and Assessment Criteria

Learning Outcomes	Assessment Criteria
When awarded credit for this unit, a learner will:	Assessment of this learning outcome will require a learner to demonstrate that they can:
1. Understand the role of information technology and social media in digital marketing.	1.1 Discuss the integration of digital marketing and offline marketing concepts and applications. 1.2 Analyse the role of digital technologies in digital marketing strategies and tactics within an e-business perspective. 1.3 Develop goals and objectives of digital and social media strategy. 1.4 Evaluate the role of e-commerce in building and maintain relationships, customer retention and customer loyalty.
2. Understand the changing dynamics of an organisation's environment and its impacts.	2.1 Analyse how the changing dynamics of the internal and external environments influence the future direction of the digital structure of an organisation. 2.2 Analyse the process and factors that include consumers to adopt digital marketing. 2.3 Evaluate the changes in online customer behaviour as a result of the dynamic digital environment.

	2.4 Develop an integrated approach to data collection, analysis and extraction of insights across all channels, which enables an understanding and synthesis of information into insights.
3. Recommend resource-led innovative approaches using digital marketing tools to contemporary digital marketing challenges.	<p>3.1 Analyse the role of digital marketing within the extended marketing mix- 7 Ps.</p> <p>3.2 Evaluate different automated and non automated sales and support activities.</p> <p>3.3 Evaluate various Digital communications tools and platforms that can be used to enhance customer experience.</p> <p>3.4 Analyse and evaluate E-commerce based business models for revenue generation.</p>
4. Understand how to develop digital strategies and an integrated social media campaign for a strategic relationship with the customers.	<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>

### Guided 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

## Unit SM704: Contemporary Challenges and Strategic Marketing

Unit Code: L/650/7078

RQF Level: 7

### Unit Aim

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

### Learning Outcomes and Assessment Criteria

Learning Outcomes	Assessment Criteria
When awarded credit for this unit, a learner will:	Assessment of this learning outcome will require a learner to demonstrate that they can:
1. Understand the principles of strategic marketing management.	1.1 Examine the role of strategic marketing in an organisation. 1.2 Analyse the processes involved in strategic marketing. 1.3 Evaluate the links between strategic marketing and corporate strategy. 1.4 Analyse the merits of relationship marketing in a given strategic marketing strategy.
2. Understand the key innovative business drivers for organisational success.	2.1 Evaluate the relevance of the organisation's mission and values in a dynamic environment. 2.2 Assess the current and potential role technological innovations have on influencing organisational success. 2.3 Analyse the process of creativity and innovation in an organisation by its drivers and barriers. 2.4 Evaluate how organisational structures, processes and operations underpin strategy in a changing environment.
3. Understand the models and process of analysing business environment and design of Strategic marketing in different Contexts.	3.1 Compare and contrast tools to undertake external and internal environmental analysis and find opportunities and threats in order to plan for strategic marketing. 3.2 Examine the links between competitive strategic positioning and marketing tactics. 3.3 Justify appropriate strategic marketing



	<p>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>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>

### Guided 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, 5<sup>th</sup> 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.

## Unit SM705: Strategic Brand Management

Unit Code: M/650/7079

RQF Level: 7

### Unit Aim

This unit aims to develop learners' understanding of the key principles that underpin managing brands and brand equity. The unit enables learners to devise a strategic approach to branding for product/service level consistent with the corporate brand. The learners will develop an understanding of how to do marketing from a branding perspective.

Learners will also gain the skills to establish and position brand strategy, and also manage the brand so it continues to deliver the brand promise as well as important issues involved in building strong brands and in maximising the value of existing brands in various industries and sectors.

### Learning Outcomes and Assessment Criteria

Learning Outcomes	Assessment Criteria
When awarded credit for this unit, a learner will:	Assessment of this learning outcome will require a learner to demonstrate that they can:
1. Understand the concept of brand and how branding relates to other areas of marketing including, sustainability and corporate communications.	1.1 Analyse the concept of a brand, brand elements and brand management. 1.2 Analyse the relationship between corporate communication, corporate branding and individual product branding. 1.3 Evaluate the relationship between brand identity, brand image, brand positioning, and brand personality. 1.4 Evaluate the role of corporate social responsibility and sustainability practices in branding.
2. Understand branding models, brand equity, brand personality, corporate reputation and corporate communication and their interrelations.	2.1 Analyse the factors that drive brand identity and brand positioning. 2.2 Analyse brand personality of a brand or an organisation. 2.3 Analyse the interrelationship between brand management and corporate reputation to sustain brand equity. 2.4 Evaluate the models of brand equity and the impact of brand equity on organisational success.

	2.5 Analyse how brand equity and reputation can be developed through integrated marketing programmes together with a digital presence.
3. Understand the process and factors related to developing and enhancing brand image over time.	<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>
4. Understand the development of brand management strategies to meet marketing objectives.	<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>

### Guided 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. ButterworthHeinemann.
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- Keller, K. (2013). Strategic Brand Management: Building, Measuring and Managing Brand Equity, Global Ed., 4th ed. Pearson Publishing.
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- Lopes, Teresa da Silva (2007), Global Brands, New York, Cambridge University Press.
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- 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.

## Unit SM706: Marketing Research Project

Unit Code: Y/650/7080

RQF Level: 7

### Unit Aim

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

### Learning Outcomes and Assessment Criteria

Learning Outcomes	Assessment Criteria
When awarded credit for this unit, a learner will:	Assessment of this learning outcome will require a learner to demonstrate that they can:
1. Be able to analyse and research problems and formulate research objectives.	1.1 Appraise research problems. 1.2 Develop appropriate research objectives and justify their choice.
2. Understand how to review the literature on a research topic.	2.1 Evaluate literature relevant to a research problem. 2.2 Analyse different theoretical approaches to a research problem.
3. Be able to design appropriate business research methodologies.	3.1 Evaluate appropriate research methodologies in terms of research objectives. 3.2 Design an appropriate methodology in terms of research objectives. 3.3 Justify a selected methodology in terms of research objectives.
4. Be able to develop a research proposal.	4.1 Propose techniques for use with quantitative and qualitative data. 4.2 Create a research question, literature review and methodology.

## Guided 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 Burgess, R. (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.

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