



**Advanced Diploma in Marketing (881) – Strategic Marketing
QCF Level 6**

Prerequisites: Basic knowledge in marketing.	Corequisites: A pass or higher in Diploma in Marketing or equivalence.
<p>Aim: The goal of the course is to prepare candidates for making critical strategic marketing decisions in today’s modern corporation. The environment that firms face is becoming ever more complex and fast changing. Hence the job of attracting, retaining, and growing customers, and increasing shareholder value, is ever more important, but ever more difficult. Clear thinking and decisive decision-making is the critical currency for entrepreneurs and practicing managers. In this fast changing environment, the number of alternative actions or strategies available to managers are substantial. One consequence of this variety is that managers must learn how to allocate and concentrate available resources. Specific course objectives include: providing insight into the role of marketing in strategy development at the highest levels of an organisation; enhancing knowledge and skills necessary to understand and apply the frameworks, concepts, and methods used in the development of effective marketing strategy; gaining practical experience in the application of processes used to develop market strategy; discussing the internal and external barriers to strategy implementation as well as approaches to overcoming these barriers, and enhancing candidates’ skills in verbal and written persuasion, in the final analysis, the only way to influence management decisions. The course is designed to provide foundations for developing strategic marketing plans. While the marketing process and specific responsibilities of a marketing manager vary across industries and firms, developing a strategic marketing plan involves three main activities: 1) analysis of marketing information; 2) marketing strategy formulation and 3) implementing strategy through the marketing mix. The course will cover all three areas. The course also emphasises the concept of branding and its importance to successful strategic marketing.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The course requires a combination of lectures, demonstrations and discussions.	
<p>Intended Learning Outcomes:</p> <p>1 Describe a marketing-driven strategy</p> <p>2 Define corporate, business and marketing strategy</p> <p>3 Analyse market challenges and competitor positions</p>	<p>Assessment Criteria:</p> <p>1.1 Describe the characteristics of a market-driven strategy</p> <p>1.2 Describe the characteristics of a market-driven orientation</p> <p>1.3 Describe organisational capabilities</p> <p>1.4 Define customer value and how to create value</p> <p>1.5 Analyse market driven initiatives</p> <p>1.6 Describe strategic marketing challenges and opportunities</p> <p>2.1 Describe corporate strategy and the characteristic of a successful strategy</p> <p>2.2 Analyse corporate strategy components</p> <p>2.3 Be able to develop a strategic plan for a business</p> <p>2.4 Describe a marketing strategy process</p> <p>3.1 Define how markets impact strategies</p> <p>3.2 Illustrate a produce-market scope and structure</p> <p>3.3 Identify and describe end-users</p> <p>3.4 Describe the process of analyzing competition</p>




<p>4 Describe strategic marketing segmentation</p>	<p>4.1 Describe market segmentation activities and decisions 4.2 Describe segmentation variables 4.3 Describe market orientation perspectives 4.4 Describe ethical issues in collecting and using information 4.5 Describe factors influencing targeting decisions 4.6 Describe the process of targeting global markets 4.7 Describe how to develop the positioning strategy</p>
<p>5 Define strategy relationships</p>	<p>5.1 Describe the process of mapping a path to market leadership 5.2 Describe strategic relationships between various organisations 5.3 Analyse the different types of organisational relationships 5.4 Describe strategic relationship issues</p>
<p>6 Describe the process of planning new products</p>	<p>6.1 Describe the importance of new products 6.2 Describe new product classifications and new product types 6.3 Describe the process of finding customer value opportunities 6.4 Analyse characteristics of successful innovations</p>
<p>7 Describe strategic brand management</p>	<p>7.1 Describe challenges in building strong brands 7.2 Describe marketing's role in product strategy 7.3 Describe issues in product life cycle analysis 7.4 Define brand identify</p>
<p>8 Describe value chain strategy</p>	<p>8.1 Describe strategic role of distribution 8.2 Describe marketing channels 8.3 Describe the types of distribution channel</p>
<p>9 Describe pricing strategy and management</p>	<p>9.1 Describe the role of price in positioning strategy 9.2 Describe the pricing strategy for new and existing products 9.3 Define the legal and ethical price strategy considerations 9.4 Describe the process of establishing a pricing policy and structure</p>
<p>10 Analyse promotion, advertising and sales promotion strategies.</p>	<p>10.1 Describe a promotion strategy 10.2 Be able to develop a promotion strategy 10.3 Describe promotion strategy issues 10.4 Be able to develop an advertising strategy 10.5 Be able to determine advertising objectives</p>

Recommended Learning Resources: Strategic Marketing

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Text Books	<ul style="list-style-type: none"> • Strategic Marketing: Creating Competitive Advantage by Douglas West, John Ford and Essam Ibrahim. ISBN-10: 0199273987 • Strategic Marketing: Planning and Control by Graeme Drummond. ISBN-10: 075068271X • Strategic Marketing by D Cravens , Nigel F Piercy. ISBN-10: 0470056231
Study Manuals 	BCE produced study packs
CD ROM 	Power-point slides
Software 	None