



Module 1: Strategic Marketing Management

Competences

- a) Develop and maintain a comprehensive environmental scanning process that utilises cutting-edge analytical tools and methodologies to monitor, predict, and assess the impact of external factors on marketing strategies across diverse markets.
- b) Integrate a strategic evaluation framework into marketing planning that systematically analyses external environmental factors using PESTEL analysis and other relevant models to ensure the organisation's marketing strategy is highly responsive to changes in the external environment.
- c) Develop positioning strategies that are deeply informed by ongoing competitive intelligence and external environmental analysis, ensuring the organisation's value proposition is uniquely aligned with market needs and ahead of competitors.
- d) Establish a culture of proactive horizon scanning by training teams in the latest methods of environmental analysis and fostering a mindset geared towards anticipating future trends and their potential impact on the organisation.

Knowledge

- a) Define the separate marketing functions within a marketing-oriented organisation and describe how each function interrelates and can be effectively managed in context.
- b) Describe key performance indicators and their importance in the context of developing a strategic marketing plan.
- c) Identify the components of internal analyses in a strategic marketing context and their relationship to the development of competitive advantage.
- d) Identify external analyses techniques such as PESTLE and Five Forces to assess the business environment.

Skills

- a) Create a marketing strategy that is holistic in nature and internally congruent both in terms of conceptual and operational requirements.
- b) Use best practice examples to show how effective marketing strategies can contribute to an organisation's success.
- c) Apply strategic marketing theories, models and concepts in order to make effective recommendations to marketing practitioners in real world scenarios.



- d) Demonstrate to marketing practitioners how they can effectively use marketing channels to deliver value to customers and clients.
- e) Plan for the most effective means of monitoring and measuring the various components of a strategic marketing plan.

Module-Specific Learner Skills

- a) Ability to engage in strategic foresight by identifying emerging trends, predicting potential impacts on the business, and adapting marketing strategies proactively.
- b) Proficiency in conducting comprehensive environmental scans and employing critical thinking to analyse and interpret data from various external sources. This includes understanding the implications of political, economic, social, technological, environmental, and legal (PESTEL) factors on marketing strategies and business operations.
- c) Capability to apply innovative thinking and proactive problem-solving skills in developing unique marketing strategies and solutions that address future market needs and challenges.

Module-Specific Digital Skills and Competences

- a) Use AI tools and techniques for market analysis, including predictive analytics and machine learning algorithms, to generate actionable insights.
- b) Design and implement digital marketing strategies that are optimised using AI technologies.
- c) Utilise AI and data analytics tools to analyse customer behaviour and preferences comprehensively.

Module 2: Branding and Marketing Communications

Competences

- a) Propose ethical and effective use of data in crafting IMC strategies.
- b) Plan integrated marketing communications strategies to maximise engagement.
- c) Evaluate and refine the marketing communications mix for an organisation.
- d) Monitor and adapt the use of technology in IMC strategies.

Knowledge

- a) Identify relevant examples of international best practice that can help practitioners to develop effective marketing communications strategies.



- b) Match the most appropriate marketing communications tools, platforms and media to different marketing scenarios.
- c) Find links between good ethical marketing communications practices and positive corporate reputation in the global environment.

Skills

- a) Apply the appropriate knowledge and skills to develop an integrated marketing communications strategy using a 'live' brief.
- b) Design a marketing communications plan for an organisation that is aligned with its corporate values and wider marketing strategy.
- c) Prepare marketing communications recommendations which are tailored to a wide range of organisational stakeholders.
- d) Compose straplines or similar creative messages which are engaging and appropriate for a target audience.
- e) Demonstrate understanding of the role of marketing communications tools such as public relations and advertising and the limitations of these tools in various scenarios.

Module-Specific Learner Skills

- a) Critically analyse the benefits and issues of marketing communications concepts.
- b) Critically evaluate and synthesis marketing communications strategies employed by organisations in different contexts.

Module-Specific Digital Skills and Competences

- a) Utilising Google Analytics or similar tools to track and analyse key marketing metrics such as website traffic, conversion rates, bounce rates, and user demographics.
- b) Understanding how to interpret data obtained from Google Analytics to assess the effectiveness of marketing communication strategies and make informed decisions for optimisation.
- c) Implement strategies to improve website performance and user experience based on insights gathered from digital analytics tools.

Module 3: Consumer Behaviour and Research

Competences

- a) Critically evaluate the success of current models in predicting the consumer purchase decision.



- b) Produce an analysis of an individual's consumer behaviour based on theoretical themes, models and concepts.
- c) Guide marketing practitioners to respond to the ways in which consumers make decisions in different scenarios.
- d) Produce a set of recommendations for marketing practitioners that are responsive to changing patterns of consumer behaviour.

Knowledge

- a) List the most salient psychological, cultural and environmental themes and factors which can have an impact on consumer behaviour.
- b) Describe the sequences involved in both basic and more involved decision-making scenarios.
- c) Describe the roles of cognition and affect in consumer decision-making, while analysing the variances and commonalities in behaviour concerning inclusivity and diversity factors.

Skills

- a) Apply relevant themes, models and concepts to understand and predict our behaviour as consumers in a range of contexts.
- b) Show understanding of how organisations and individuals behave differently in the context of consumer behaviour.
- c) Demonstrate an understanding of how a consumer's cultural background and other external factors can have a profound impact on their behaviour, employing skills that foster empathy and the ability to comprehend diverse perspectives.
- d) Demonstrate understanding of how an individual's traits and psychological profiles can have a profound impact on their behaviour as consumers.
- e) Prepare recommendations for an organisation to develop strategies which are responsive to identified patterns of consumer and client behaviour.

Module-Specific Learner Skills

- a) Thoroughly evaluate the advantages and challenges associated with marketing communication concepts, particularly in the context of consumer behaviour analysis.
- b) Conduct a critical assessment and synthesis of marketing communications strategies utilised by organisations across various contexts, emphasising their effectiveness in influencing consumer behaviour.

Module-Specific Digital Skills and Competences



- a) Employ predictive analytics models powered by AI to forecast consumer trends, preferences, and purchasing behaviour, enabling the development of proactive marketing strategies.