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| Title: | | **Managing Marketing Activities (M4.36)** | | |
| Level: | | 4 | | |
| Credit value: | | 3 | | |
| Learning outcomes (the learner will) | | | Assessment criteria (the learner can) | |
| 1. Understand the concepts involved in managing marketing | | | 1.1  1.2  1.3 | Explain the differences between product and service marketing  Explain how the marketing mix is used to summarise the main factors involved in a marketing strategy  Evaluate a range of marketing strategies |
| 1. Be able to review the effectiveness of marketing in an organisation | | | 2.1  2.2  2.3 | Review the effectiveness of an organisation in identifying and segmenting consumer markets  Review the effectiveness of the marketing mix for a product or service in an organisation  Make recommendations for improving the management of marketing in an organisation |
| **Additional information about the unit** | | |  | |
| Unit purpose and aim(s) | | | To develop understanding of marketing management as required by a practising or potential middle manager. | |
| Details of the relationship between the unit and relevant national occupational standards or professional standards or curricula (if appropriate) | | | Links to MSC 2004 NOS: C2, F9 | |
| Assessment requirements or guidance specified by a sector or regulatory body (if appropriate) | | |  | |
| Support for the unit from a sector skills council or other appropriate body (if required) | | | Management Standards Centre (MSC) | |
| Location of the unit within the subject/sector classification system | | | Business Management | |
| Unit guided learning hours | | | 15 | |
| **Additional Guidance about the Unit** | | | | |
| **Indicative Content:** | | | | |
| 1 | * Marketing management as a process that allocates organisational resources to marketing activities and monitors and evaluates the use of those resources * Using marketing management to increase customer base, improve organisational image, and to increase perceived value * Environmental scanning and situation analysis * Development, implementation and monitoring of a Marketing Plan * Industrial and consumer market segmentation * Product differentiation strategies * The marketing mix and the extended marketing mix * Product and service marketing and business-to-business marketing * The product life cycle * The generic strategy framework (Porter 1984) * Marketing strategies such as generic, growth and innovation strategies | | | |
| 2 | * Primary and secondary data collection and analysis * Presentation of information to support recommendations | | | |