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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
 | 1.11.21.3 | Explain the differences between product and service marketingExplain how the marketing mix is used to summarise the main factors involved in a marketing strategyEvaluate a range of marketing strategies |
| 1. Be able to review the effectiveness of marketing in an organisation
 | 2.12.22.3 | Review the effectiveness of an organisation in identifying and segmenting consumer marketsReview the effectiveness of the marketing mix for a product or service in an organisationMake 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
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| 2 | * Primary and secondary data collection and analysis
* Presentation of information to support recommendations
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