

Diploma - marketing planning and control.

BPP Publishing - Marketing

UNIT 1: STRATEGIC MARKETING MANAGEMENT
Outline learning plan
The outcome learning plan has been included in this unit as guidance and can be used to support the delivery of the programme of suggested assignments.
The outcome learning plan demonstrates one way in planning the delivery and assessment of this unit:
Topic and suggested assignments/activities and assessment
Introduction to unit and programme of assignments
Business environment – tutor input, examples and discussion
Strategic marketing processes – tutor input, group discussions
Strategic marketing and links to corporate strategy – tutor input with examples and discussion
Strategic positioning and marketing mix – tutor input, case studies, tutor-led discussion and examples
Relationship marketing – tutor input with examples
Assignment 1: Developing and Managing a Strategic Marketing Plan
Marketing techniques for growth – case studies and discussion
Unit assignment 1 – tutor input with examples and discussion
Marketing objectives – tutor-led discussion with examples
Changes in the external environment – topical discussion, newspaper articles, web-based articles and discussion
Strengths and weaknesses of a marketing strategy – things to consider, tutor input and discussion
External environment – tutor input with examples and discussion
Assignment 2: Applying Strategic Marketing Management Techniques to a Market Situation
Review of unit and programme of assignments

Description: -

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CIM study textDiploma - marketing planning and control

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This edition was published in 1992



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Discussions, debates and other collaborative activities offer opportunities to consider recent controversies from different perspectives, and use of a variety of media etc. The only prerequisite is that you have an interest in a digital marketing career.

Business

Additional Information Courses appearing to be unavailable online during the registration period may have substitute courses which are taken instead. It also provides analytical tools to anticipate and act on what lies ahead in the future. It applies to supervisors, team, new and emerging leaders who need to apply digital vision and solutions within structured work environments.

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