

Diploma - marketing planning and control.

BPP Publishing - Marketing

<p>Outline learning plan</p> <p>The outline learning plan has been included in this unit as guidance and can be used in conjunction with the programme of suggested assignments.</p> <p>The outline learning plan demonstrates one way in planning the delivery and assessment of this unit.</p> <p>Topic and suggested assignments/activities and/assessment</p> <p>Introduction to unit and programme of assignments</p> <p>Role of strategic marketing – tutor input, definitions, case study, discussions</p> <p>Strategic marketing processes – tutor input, group discussions</p> <p>Strategic marketing and links to corporate strategy – tutor input with examples</p> <p>Strategic marketing models – tutor input, tutor-led discussions</p> <p>Strategic positioning and marketing tactics – tutor input, case studies, tutor-led discussion</p> <p>Relationship marketing – tutor input with examples</p> <p>Assignment 1: Developing and Managing a Strategic Marketing Plan</p> <p>Marketing techniques for growth – case studies and discussion</p> <p>Use of marketing strategy options in a given market – tutor examples and discussion</p> <p>Strategic marketing objectives – tutor-led discussion with examples</p> <p>Changes in the external environment – topical discussion, newspaper articles, web-based articles</p> <p>Strengths and weaknesses of a marketing strategy – things to consider, tutor input and discussion</p> <p>Emerging themes – tutor input with examples and discussion</p> <p>Assignment 2: Applying Strategic Marketing Management Techniques to a Market Situation</p> <p>Review of unit and programme of assignments</p>

Description: -

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