



## Programme Specification: Extended Postgraduate Diploma in Business and Marketing Strategy

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## 1. Introduction and Summary

The EduQual Extended Postgraduate Diploma in Business and Marketing Strategy (BMS) is a Qualifications and Credit Framework (QCF)-equivalent Level 7 qualification. It is designed to offer learners without prior experience the knowledge and skills they need to be operationally effective in a career in the Marketing field. For those learners that do have prior experience in Marketing and who also possess a professional qualification, the pathway through this programme will develop their professional competence.

The programme has been produced to conform to the requirements of the QCF and the relevant Quality Assurance Agency (QAA) subject benchmark statement.<sup>1</sup>

## 2. Aims

**The aims of this programme will allow learners to:**

- gain a sound and coherent foundation in marketing, such that they will be able to define and execute practical marketing interventions that exist in professional practice
- understand the theoretical frameworks of strategic marketing, business ethics, design and innovation as applied to marketing, and to appreciate the practical value of these frameworks in a range of strategic business situations
- create frameworks for understanding and analysing marketing processes in diverse organisational types, encountering different and changing marketing environments
- develop practical research and analytical capabilities in the context of market-driven strategy, and in particular in the formulation of value propositions in provider-customer relationships
- review, modify and apply transferable marketing concepts and skills in the management of product and market development, in particular from the strategic perspective
- critically assess market-sourced data and information from a variety of organisations and use this for strategic marketing and decision-making
- examine a variety of creative approaches to product and service design, creativity and innovation that may contribute to organisational wealth

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<sup>1</sup> QAA Postgraduate Awards in Business and Management (Type 1A & B).

### 3. Teaching, Learning and Assessment

Increasingly in teaching and learning the emphasis will be on self-direction, critical reflection and exposure to situations where individuals can evidence learning through presentation, seminar delivery, group work and interactive discussion groups. Participants are encouraged to apply knowledge and to show a critical awareness of current management situations and problems.

Assessment strategies in the units have been designed to allow students to evidence practical skills of data management and manipulation, synthesis of ideas in application, and to communicate outcomes to others in different marketing situations.

### 4. Entry Requirements

- The CIM (Chartered Institute of Marketing) Professional Diploma in Marketing

**OR:**

- An honours degree in a cognate discipline, normally at a minimum of lower second class honours. Holders of other awards, including those from non-UK universities, will be considered on the equivalence of their qualifications

**OR:**

- A minimum of five years managerial work experience in a Marketing or Business Managerial role

**AND:**

- Applicants for whom English is not a first language will be expected to demonstrate a certified level of proficiency of at least IELTS (International English Language Testing System) 6.5 or equivalent

### 5. Recognition of Prior Learning (RPL)

RPL (sometimes referred to as APL) may be claimed by a learner in situations where:

- the learner has already studied QCF-equivalent Level 7 units that are also equivalent to the learning outcomes of the units of this programme <sup>2</sup>
- the learner can also produce evidence to demonstrate how each of the assessment criteria have already been met

In such a case, those matching units can be exempted from study, credits can be claimed, and the evidence supporting the RPL claim can be included in the learner's portfolio of evidence when claiming the award.

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<sup>2</sup> Such Level 7 units may be regulated/accredited by any UK regulatory authority for qualifications; for example Ofqual or SQA

## 6. Progression

Learners completing the EduQual Extended Postgraduate Diploma in Business and Marketing Strategy will be able to progress to the Masters stage of an MA in Marketing programme.

## 7. Curriculum

The EduQual Extended Postgraduate Diploma in Business and Marketing Strategy is a QCF-equivalent Level 7 programme, and is abbreviated to BMS on the table below. The programme consists of 5 units, all of which are compulsory as shown:

BMS Compulsory Units		
Unit Title	QCF Level	Credits
Strategic Management	7	30
Strategic Financial Management	7	30
Marketing Management and Strategy	7	30
Global Marketing	7	15
Strategic Marketing for Social Enterprise	7	15
Total Credits		120

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## 8. National Occupational Standards (NOS)

The table below maps the knowledge covered in the EduQual Extended Postgraduate Diploma in Business Marketing and Strategy (BMS) against the underpinning knowledge of units from the NOS for developing an organisation's marketing strategy (CFAM2.1.1).

BMS Unit Title	Performance Criteria	NOS Units
Strategic Management	P1, P2, P3, P4, P6	K1, K2, K3, K7, K11, K13, K14
Strategic Financial Management	P1, P3, P4, P7	K6, K10
Marketing Management and Strategy	P1, P2, P3, P4, P5, P6, P7, P8, P9, P10	K1, K2, K3, K4, K5, K6, K7, K8, K9, K10, K12, K13, K14, K15, K16, K17, K18, K19, K20, K21, K22
Global Marketing	P1, P2, P3, P4, P5, P6, P7, P8, P9, P10	K1, K2, K3, K4, K5, K6, K7, K8, K9, K10, K12, K13, K14, K15, K16, K17, K18, K19, K20, K21, K22
Strategic Marketing for Social Enterprise	P1, P2, P3, P4, P5, P6, P7, P8, P9, P10	K1, K2, K3, K4, K5, K6, K7, K8, K9, K10, K12, K13, K14, K15, K16, K17, K18, K19, K20, K21, K22

## 9. QAA Benchmark Statements

The EduQual Extended Postgraduate Diploma in Business Marketing and Strategy is a QCF-equivalent Level 7 qualification, and can be compared to the QAA Benchmark Statement (2015) on Master's degree in business and management (Type 1). For further information on this, please see the following [link](#).

**The following learning outcomes for this programme have been produced with reference to the benchmark statements.**

### 9a. Knowledge and Understanding

Upon successful completion, a learner will be expected to be able to:	
<b>A01</b>	Demonstrate deep knowledge and understanding of business management and marketing while placing it within its wider organisational and contextual framework
<b>A02</b>	Show understanding of the current issues and thinking in business management and marketing
<b>A03</b>	Display knowledge of the techniques applicable to research in the business management and marketing discipline
<b>A04</b>	Identify and apply analytical business management and marketing tools and techniques from internal and external perspectives
<b>A05</b>	Recognise value propositions and interpret these towards added value and organisational wealth
<b>A06</b>	Distinguish between product-market relationships from the strategic perspective

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## 9b. Intellectual (thinking), practical, affective and transferable skills

Upon successful completion, a learner will be expected to be able to:	
<b>B01</b>	Use business management and marketing theory as a way of interpreting complex marketing problems
<b>B02</b>	Generate integrated product-market solutions by applying marketing planning tools and techniques
<b>B03</b>	Derive novel approaches to the setting of business management and marketing strategies and objectives from theoretical models and observed professional practice
<b>B04</b>	Assess the contribution of design, innovation and creativity to the development of enhanced customer value

## 9c. Practical Skills

Upon successful completion, a learner will be expected to be able to:	
<b>C01</b>	Acquire business data and information from numerous organisational sources and apply quantitative and qualitative analyses for decision-making
<b>C02</b>	Assess customer, client and consumer relationships towards value-added marketing propositions
<b>C03</b>	Apply business management and auditing tools and techniques, summarise findings and communicate these in an influential way to mixed senior management audiences
<b>C04</b>	Interpret marketing planning documents and strategic plans, and communicate summary findings to others
<b>C05</b>	Use concepts of design, innovation and creativity in a variety of novel product-market situations, including public and private sectors and international settings

## 9d. Transferable Skills

Upon successful completion, a learner will be expected to be able to:	
<b>D01</b>	Analyse business management and marketing information, organise it, and present it
<b>D02</b>	Explain complex business planning problems and subjects concisely in summary, orally and in writing
<b>D03</b>	Structure compelling and persuasive arguments
<b>D04</b>	Defining and redefining product-market scenarios using quantitative and qualitative data
<b>D05</b>	Restate various product and service benefits from design standpoints to enable others to appreciate contrasting perspectives and problems
<b>D06</b>	Construct action-orientated forms of business management and marketing reports from an impartial standpoint
<b>D07</b>	Show high self-esteem and personal integrity through critical self-reflection and the contribution of others

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## 10. Learning/teaching methods and strategies

The learning outcomes will be achieved by the use of the following learning and teaching methods and strategies:

- Learning and teaching situations such as lectures, tutorials and seminars
- Live and simulated case studies
- Independent and group activities (class and non-class based)
- Guest speakers and subject specialists
- Personal and professional reflective practice and self-criticism

## 11. Assessment Methods and Strategies

The following assessment strategies will be adopted to achieve the learning outcomes:

**Formative assessment will include:**

- Exchange of work between individuals and groups
- Material presented in class where clarity of argument, theoretical bases and evidence of depth of thought is supported with references to theory and currency of thought
- Feedback in class situations on topics of current interest, and from textual material and research papers and articles
- Evidence of the breadth of research may include internet sources where appropriate to the curriculum topics covered

**Summative assessment will include:**

- Individual/group assessment
- Summative self-evaluation and critical self-reflection
- Written and/or oral forms of submission/presentation
- Case study evaluation for assignments
- Oral presentations both as groups and individuals

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## 12. Unit Mapping

Unit Title	Knowledge and understanding	Intellectual (thinking), practical, affective and transferable skills
<b>Strategic Management</b>	A01; A02; A03; A04	B01; B02; C01; C03; C04
<b>Strategic Financial Management</b>	A02; A03; A04	B01; B03; C01; C03; C04
<b>Marketing Management and Strategy</b>	A01; A02; A03; A04; A05; A06	B01; B02; B03; B04; C02; C03; C04; C05
<b>Global Marketing</b>	A01; A02; A03; A06	B01; B02; B04; C01; C02; C03; C04; C05
<b>Strategic Marketing for Social Enterprise</b>	A01; A02; A03; A04; A06	B01; B02; C03; C01; C03; C04

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