

Unit Aims

The aim of this unit is to provide learners with a detailed understanding of the marketing planning process and to apply these principles to a variety of business contexts. The unit also provides a comprehensive understanding of environmental analysis and how this can lead to the development of appropriate objectives and strategies to enhance operational marketing performance.

Learning Outcomes and Assessment Criteria

Learning Outcome – The learner will:	Assessment Criterion – The learner can:
1. Understand the context and concept of marketing.	1.1 Explain what is meant by the term 'marketing.' 1.2 Explain different marketing eras. 1.3 Compare ways in which a business can determine its marketplace. 1.4 Discuss the concept of buyer behaviour in consumer and business markets.
2. Understand the functions of marketing.	2.1 Explain key operational functions of marketing. 2.2 Explain key strategic functions of marketing. 2.3 Discuss the relationship between business strategy and marketing.
3. Understand how internal and external factors impact the marketing function.	3.1 Compare the internal factors which affect marketing. 3.2 Compare the external factors which affect marketing.
4. Understand how a business uses its marketing function.	4.1 Discuss techniques to measure the effectiveness of a business's marketing function. 4.2 Suggest ways in which a business could improve the effectiveness of its marketing function.

Unit Title Marketing for Managers	
Task 1 of 3	
Unit Learning Outcomes	Assessment Criteria
LO 1 Understand the context and concept of marketing.	1.1, 1.2, 1.3, 1.4
LO 2 Understand the functions of marketing.	2.1
Assignment Brief and Guidance	
<p>You are employed as an intern in a large multi-national company. As part of your internship you are spending time in each of the business's key operational functions. You have been given an experienced marketing manager as a mentor who will help you to develop your understanding of the marketing function by setting you a series of tasks.</p> <p>To demonstrate you have sufficient fundamental knowledge to be able to work in the marketing department, your mentor requires you to produce an essay which considers the following:</p> <ul style="list-style-type: none"> ● the term 'marketing' ● different marketing eras. ● ways in which a business can determine its marketplace. ● the concept of buyer behaviour in consumer and business markets. ● key operational functions of a marketing department. 	
Delivery and Submission	
<p>The submission is in the form of an essay written in Word format. The recommended word limit is 1000 words excluding diagrams, references, and appendices.</p>	
Referencing	
<p>You are expected to use relevant academic and reliable sources, and clearly reference these in your work. References should be added to the text and placed at the end in a references list, using Harvard Referencing style. You should complete a bibliography to support all evidence.</p>	

Unit Title Marketing for Managers	
Task 2 of 3	
Unit Learning Outcome	Assessment Criteria
LO 2 Understand the functions of marketing.	2.2, 2.3
LO 3 Know how internal and external factors impact the marketing function.	3.1, 3.2
Assignment Brief and Guidance	
<p>Your mentor has asked you to review the functions of the marketing department and the factors that may impact the department.</p> <p>You are to produce a report which considers the following.</p> <ul style="list-style-type: none"> ● the key strategic functions of the marketing department. ● the relationship between the business's marketing department and the business's strategy. ● the internal and external factors which affect the management of the business's marketing department. 	
Delivery and Submission	
<p>The submission is in the form of a report written in Word format. The recommended word limit is 1250 words excluding diagrams, references, and appendices.</p>	
Referencing	
<p>You are expected to use relevant academic and reliable sources, and clearly reference these in your work. References should be added to the text and placed at the end in a references list, using Harvard Referencing style. You should complete a bibliography to support all evidence.</p>	

Unit Title Marketing for Managers	
Task 3 of 3	
Unit Learning Outcome	Assessment Criteria
LO 4 Understand how a business uses its marketing function.	4.1 4.2
Assignment Brief and Guidance	
<p>Now that you have successfully completed the first two tasks, your mentor requires you to use the knowledge you have gained during your time working in the marketing department to make justified suggestions for how the business could improve the effectiveness of its marketing function.</p> <p>Your mentor has arranged for you to deliver a presentation to the Board of Directors at their next monthly meeting.</p> <p>You are required to prepare a presentation in which you consider</p> <ol style="list-style-type: none"> 1. discussing techniques to measure the effectiveness of a business's marketing function. 2. ways in which a business could improve the effectiveness of its marketing function. 	
Delivery and Submission	
<p>The submission is in the form of a 10-minute presentation equivalent to 850 words and must be in a recognised presentation format.</p> <p>Enhance your presentation with visual aids if you wish to.</p>	
Referencing	
<p>You are expected to use relevant academic and reliable sources, and clearly reference these in your work.</p> <p>References should be added to the text and placed at the end in a references list, using Harvard Referencing style.</p> <p>You should complete a bibliography to support all evidence.</p>	