



## MODULE ONE STRATEGIC MARKETING CONCEPTS AND THEORIES

Extended Marketing Mix;  
Brand Development and Value Propositions;  
Advanced Stakeholder Management;  
Decision Making Process.

**Month 1**

## PROJECT ONE STRATEGIC MARKETING PLAN

Detailed marketing plan development incorporating modules one to five; Research, competitor analysis, consumer behaviour, decision making process, systems and processes, SMART objectives aligned to business goals, proposition, messaging, budgets and measurement.

**Month 2**

## MODULE TWO MARKETING PLAN AND STRATEGY

Developing effective marketing plans and integrated campaigns using a variety of digital tools.

**Month 3**

## PROJECT TWO BUSINESS CASE

Using market data to inform planning; Development of a robust business case in support of marketing campaigns and projects; Present information to influence, negotiate and persuade at a senior level.

**Month 4**

## MODULE THREE MARKETING COMMUNICATION AND BUDGETARY METHODS

Business understanding & commercial awareness;  
Value added propositions; Marketing planning and managing budgets;  
Negotiation skills and managing third party supplier and internal stakeholder relationships.

**Month 5**

## PROJECT THREE MARKETING CAMPAIGN EVALUATION

Evaluate and justify marketing activity ROI; Using metrics to drive continuous improvements;  
Simplify and present complex information

**Month 6**

## MODULE FOUR MARKETING SOLUTIONS - MEASURING AND DELIVERING RETURN ON INVESTMENT

Wider business perspective in which marketing operates nationally & internationally; Market research; Statistical analysis;  
Legal, regulatory & compliance frameworks; Data Protection.

**Month 7**

## PROJECT FOUR MARKETING SOLUTION FOR AN EMERGING TREND OR THEME

Research and identify emerging trend or theme for an organisation/ industry; Appraise and evaluate and recommend how and why this could be adopted; assess potential business impact and risks.

**Month 8**

## MODULE FIVE CONSUMER AND ORGANISATIONAL BEHAVIOUR - REPUTATIONAL IMPACT

Assess business risk and reputational impact of marketing activities; Identifying opportunities to increase income generation; Importance of a business case; Effectively manage and develop stakeholder relationships at a senior level.

**Month 10**

## PROJECT FIVE CONSUMER BEHAVIOUR

Consumer Behaviour Models;  
Buyer Behaviour;  
Application of knowledge in different organisations.

**Month 9**

## MODULE SIX MARKETING RESOURCE MANAGEMENT

Plan and manage the marketing budget to deliver on objectives and measure ROI;  
Effectively engage, negotiate and manage third party suppliers

**Month 11**

## PROJECT SIX VALUE PROPOSITIONS

Understand how value propositions are developed in line with an organisations values and core competencies;  
Develop a compelling value proposition to attract consumers and gain increase in new business.

**Month 12**

### PROJECT PLANNING

PROJECT CLARITY FRAMEWORK  
RISK & INTERDEPENDENCIES  
ENVIRONMENTAL ANALYSIS  
CONSUMER & ORGANISATIONAL BEHAVIOUR  
DATA ANALYSIS  
FINDINGS & RECOMMENDATIONS  
MONITOR & CONTROL



### PROJECT LEARNINGS

INQUIRY & RESEARCH  
IDEA GENERATION  
APPLICATION  
PROJECT MANAGEMENT  
COLLABORATION & CONNECTION  
INNOVATION  
DATA ANALYSIS



## MODULE SEVEN

### PORTFOLIO MANAGEMENT PRODUCT/SERVICE DESIGN

Product and service development and design including features and benefits and using appropriate digital channels and systems; Channels and routes to market.

**Month 13**

## MODULE EIGHT

### SERVICE DELIVERY, CUSTOMER SERVICE AND IMPROVEMENT

Consumer Behaviour in a Services Context;  
Designing and Managing Service processes;  
Improving Service Quality

**Month 14**

## MODULE NINE

### EMERGING TRENDS AND THEMES IN MARKETING - RESEARCH AND INSIGHT

Effective market research and evaluation techniques and methods; developing marketing plans and activities.

**Month 15**

## MODULE TEN

### ADVANCED INTERPERSONAL AND COMMUNICATION SKILLS WORK BASED PROJECT

Influence, negotiate and persuade senior level and stakeholders;  
Present complex information;  
Create persuasive content.

**Month 16**

## MODULE ELEVEN

### CASE STUDY - DATA AND EVIDENCE DRIVEN DECISION MAKING, PLANNING AND ANALYSING

Planning and analysing;  
Assimilate and analyse complex data and information from a range of sources.

**Month 17**

## MODULE TWELVE

### MOCK PROJECT SHOWCASE

Project report, presentations and Q&A

**Month 18**

## MODULE THIRTEEN

### GATEWAY AND END POINT ASSESSMENT



**Month 19, 20, 21**

### MODULES ARE MAPPED TO THE CIM LEVEL 6 PROFESSIONAL DIPLOMA IN MARKETING

