

## **Purpose Statement**

# **SEG Awards Level 7 Diploma in Marketing – 610/4248/1**

## **Overview**

The Level 7 Diploma in Marketing has the overall aim of building competence in marketing from a strategic perspective whilst also understanding that the management of people is intrinsic to any progressive role. For all units, the roles of digital technology and traditional marketing approaches should be considered in relation to the markets served.

## **Who is this qualification for?**

This SEG Awards Level 7 Diploma in Marketing is derived from the marketing curriculum set out below. This qualification is a postgraduate Diploma designed to provide an appropriate education for learners who wish to continue their undergraduate Marketing studies, those who wish to build on other undergraduate study areas and require understanding of marketing or those with industrial experience who require a level of postgraduate Marketing study to formalise that experience.

Learners having completed this Diploma will have a 120 credit Level 7, a standalone postgraduate qualification that can be added to by a 60 further MSc or MA Level 7 credits of study for career progression purposes. There is also scope to progress to MBAs with a marketing focus..

## **What does the qualification cover?**

The Level 7 Diploma in Marketing aims to develop technical competence in marketing from a strategic perspective whilst also understanding that the management of people is intrinsic to any progressive role. There is an emphasis on applied learning preparing learners for industry and management progression that is transferrable between industries and levels of role.

The Diploma units will allow learners to bring market understanding into any company, feed that into the development of the company's marketing strategy in order to meet customer needs and build competitive advantage.

## **What could this qualification lead to?**

Learners having completed the SEG Awards Level 7 Diploma in Marketing will have a standalone postgraduate qualification that can be added to by 60 further MSc or MA Level 7 credits of study for career progression purposes. There is also scope to progress to MBAs with a marketing focus.

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On successful completion of the qualification, the learner will be able to:

- understand and identify the role Marketing Management has in building the Marketing function to meet organisational objectives
- work as an individual or part of a group in an applied learning context replicating industry multi-faceted marketing teams
- draw understanding from market analysis to underpin and inform Marketing and Management decision making
- adapt marketing activities in line with customers, competitors and market changes whether domestic or global
- develop marketing communications that promote and position a company in response to customer demand and competitive pressures
- identify and drive marketing innovation to build competitive advantage and a sustainable market offer with creative solutions

## **The qualification covers:**

**Marketing Strategy and Planning** - This unit will explore the process of developing a Marketing Strategy, the Marketing Plan and how to help companies meet their strategic objectives.

Starting with analysis of the company's current status using market scanning, the process then moves to formulating a Marketing Strategy. The next step will be to develop the Marketing Plan that will implement the strategy using the appropriate marketing mix and use of on and offline elements as appropriate for the company's target market.

There will also be a stage of reviewing, updating and future planning.

**Marketing Innovation** - Within this unit, Learners will develop their current understanding of marketing impact and marketing innovation to create a distinct offer in a market by using the marketing mix elements to build differentiation and competitive advantage.

Learners will explore marketing innovation to apply this to any marketing activity to offer a unique message in markets that can change market direction and pace of change.

**Marketing, Management Skills and Leadership** - Within this unit, Learners will understand how the role of a Marketing Leader operates at both an operational and strategic level. The role of a Marketing Leader will be explored in depth and dissected to achieve full understanding of the role, responsibilities, and impact on others.

Learners will go on to produce a report detailing a team activity that will help an organisation identify a market opportunity, showing leadership and management skills throughout.

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**Marketing Communications** - Marketing communications can establish a strong, long-term market position considering marketplace development, culture, behaviours, language etc. This unit will allow Learners to gain an understanding on today's markets and how domestic and international reach can be used to build long-term relationships with customers and suppliers.

This unit will also explore how Marketing communication can be used strategically to leverage competitive advantage.

**International Marketing** - This unit will cover how Learners can adapt a company's current marketing strategies, depending on the international location they are operating in.

Learners will gain an understanding on the different cultural, linguistic, behavioural, levels of technology used, etc. and be aware of how companies can use these to target areas with purpose-built marketing strategies.

**Consumer Behaviour** - This unit will allow Learners to understand the importance of recognising customer behaviour to know what solutions they are seeking from products and services. Learners will learn how consumers are different and how these differences give rise to customer segments which share some characteristics and provide companies with an opportunity to target them.

In understanding this, learners will be able to use their knowledge to gain and keep customers and to continue building on their understanding. This unit will also include understanding competitors within consumer behaviour and identifying opportunities for new product or service developments.

## **Further Information**

Further information on the qualification can be found on the Skills and Education Group Awards website.