**Level 4 Diploma in Marketing and Sales.**

The Level 4 Diploma in Marketing and Sales is a 120-credit qualification. Learners must achieve 120 credits by completing all the modules listed below.

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| **Module Title** | **Level** | **Credit** | **Guided Learning Hours** |
| The Business Environment | **4** | 12 | **60** |
| Developing a marketing plan | **4** | 24 | **120** |
| Effective and efficient Customer Service | **4** | 24 | **120** |
| The Functions of Sales and Marketing in the Business Environment | **4** | 24 | **120** |
| Effective Marketing management | **4** | 12 | **60** |
| The management of sales | **4** | 12 | **60** |
| Business Technology and its role in marketing  | **4** | 12 | **60** |

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| Module Reference number | 1 |
| Module Title | The Business Environment |
| Module level | 4 |
| Number of credits | 12 |
| Total qualification time | 120 |
| Guided learning hours | 60 |
| Mandatory/ Optional | Mandatory |
| Sector Subject Area | 15. |
| Module Grading Structure | Pass/ Fail |

**Module aims**: this module aims to develop knowledge and understanding as to how internal and external influences within the business environment can impact on an organisation

**Learning Outcomes, Assessment Criteria, and Indicative Contents**

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| **Learning Outcomes – the learner will** | **Assessment Criteria – the learner can:** | **Indicative contents**  |
| 1. Explain the influence on the macro environment on an organisation
 | * 1. Select a chosen organisation and develop a framework to evaluate the impact of the organisation’s macro environment on the organisation.
 | * PESTLE
* Influence over the Macro-environment
* Socio-cultural Influences - impact of social media
* Pressure Groups and Consumer Groups
 |
| 1. Explain the influence on the micro environment on an organisation.
 | * 1. Using appropriate models and case studies explore the micro environment of an organisation.
 | * Porter's Five Forces Model
* Industry Rivalry
* Applying Porter's Five Forces Analysis
* Validity of Porter's Five Forces in Current Environment
 |
| 1. Identify the drivers that determine the internal environment of an organisations.
 | * 1. Explain how the organisation’s culture mission and structure influence an organisation’s operations.
	2. Identify the factors which shape an organisation’s internal environment.
	3. Assess how far the impact of an organisation’s external environment on the internal environment.
 | * Organisational mission
* Organisational structure
* Organisation culture
* Leadership style and management power
* Skills and Knowledge
* Core Competencies
* Matching the Internal Environment with the External
 |
| 1. Explain how organisations manage the impact of changes in the external environment.
 | * 1. Identify the approaches available to organisations to manage internal changes a result external environmental influence.
	2. Evaluate the suitability of each approach in dealing with specific change scenarios.
 | * Change
* Innovation
* Continuous change
* Learning organisation
* Business transformation
* Mergers and acquisitions
 |
| 1. Identify the internal strategies organisations embrace to respond to globalisation.
 | * 1. Discuss how the different elements of globalisation impact on organisations
	2. Identify how different organisations’ respond to globalisation.
 | * Globalisation elements
* Internal responses to globalisation
* Global organisational structure
* Global sourcing, production, and distribution
* Global marketing
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| Module Reference number | 2 |
| Module Title | Developing a marketing plan |
| Module level | 4 |
| Number of credits | 24 |
| Total qualification time | 240 |
| Guided learning hours | 120 |
| Mandatory/ Optional | Mandatory |
| Sector Subject Area | 15. |
| Module Grading Structure | Pass/ Fail |

**Module aims**: this module aims to develop knowledge and understanding of how that the marketing mix and the principles of marketing influence and contribute to the development of an organisation’s marketing plan.

**Learning Outcomes, Assessment Criteria, and Indicative Contents**

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| **Learning Outcomes – the learner will** | **Assessment Criteria – the learner can:** | **Indicative contents**  |
| 1. Demonstrate how market segmentation and the marketing mix impact on decision making.
 | * 1. Define market segmentation and how it operates in practice.
	2. Define market positioning and how it operates in practice.
	3. Analyse how the marketing mix contributes to decision making in an organisation.
 | * Market management
* Understanding the marketplace
* Portfolio analysis in practice
* Market positioning strategies
* Role of the marketing mix
 |
| 1. Demonstrate how to use market segmentation in the development of an effective marketing mix.
 | * 1. Undertake consumer market segmentation using a range of segmentation and profiling techniques.
	2. Apply segmentation in the development of a marketing mix for a product or service.
 | * Types of markets
* Segmenting consumer markets
* Segmenting business markets
* Effectiveness of marketing mix in market segmentation
* Buyer behaviour and buying decision making
 |
| 1. Explain the role and application of the marketing mix parameters in marketing products or services across the private and not for profit sectors.
 | * 1. Identify how the parameters within the marketing mix are applied to goods or services in the private and not for profit sectors.
	2. Discuss how branding and customer value are influenced by a balanced marketing mix in the private and not for profit sectors.
	3. Analyse the use of a customer centric approach to the marketing mix in the private sector.
 | * Extended Marketing mix parameters
* Physical evidence the marketing communication process
* Delivering customer value
* Branding
* Customer centric view of the marketing mix
 |
| 1. Demonstrate how to evaluate the marketing mix and the market environment and their roles in informing the marketing strategy.
 | * 1. Undertake a PESTLE to assess the macro environment for a marketing strategy.
	2. Explain how a marketing strategy is influenced by the internal and external environments.
	3. Undertake a SWOT analysis of the microenvironment of an organisation, to inform a marketing strategy.
	4. Discuss how the marketing mix is used to develop a marketing plan to fulfil the organisation’s strategic marketing objectives
 | * Markets
* Market Segmentation
* Products
* Marketing mix
* Marketing plan
* Market Management
 |
| 1. Demonstrate how to analyse an organisation’s portfolio to influence its marketing strategy.
 | * 1. Select an organisation and perform a portfolio analysis.
	2. Analyse how the portfolio analysis impacts on the organisation’s marketing strategy.
 | * Market environment
* Internal environment
* SWOT
* PESTLE
 |
| 1. Explain market entry strategies
 | * 1. Identify how an organisation decides on the appropriate market entry mode based on assessing the entry objectives.
	2. Explain the concept of market entries and how they are implemented.
 | * Segmentation and targeting
* Market Position
* Portfolio Analysis
* The strategy of growth
* Entry objectives
* Market entry strategies
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| Module Reference number | 3 |
| Module Title | Effective and efficient Customer Service  |
| Module level | 4 |
| Number of credits | 24 |
| Total qualification time | 240 |
| Guided learning hours | 120 |
| Mandatory/ Optional | Mandatory |
| Sector Subject Area | 15. |
| Module Grading Structure | Pass/ Fail |

**Module aims**: this module aims to develop knowledge and understanding of the type of customers and their needs, that interact with organisations and the importance of providing effective and efficient customer service.

**Learning Outcomes, Assessment Criteria, and Indicative Contents**

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| **Learning Outcomes – the learner will** | **Assessment Criteria – the learner can:** | **Indicative contents**  |
| 1. Discuss the need to build customer relationships and to satisfy customer needs and wants
 | * 1. Identify how customer relationships are built and supported across different settings.
	2. Explain why it is important to satisfy customer needs and wants.
	3. Evaluate the use of relationship marketing between businesses.
 | * Customer first
* Marketing concepts
* Relationship marketing in B2C
* Relationship marketing in B2B
* Customer information
* Retention of customers and repeat business
* Cross-selling, up-selling
* Internal markets
* Markets and communication
* User contribution systems
 |
| 1. Discuss the ways in which quality contributes to customer satisfaction with the organisation’s products and services
 | * 1. Identify the ways in which quality contributes to customer satisfaction.
	2. Analyse the models used for investigating service quality resulting in customer satisfaction
	3. Identify how customer satisfaction is measured.
 | * Dimensions of quality
* Service quality
* The importance of customer satisfaction
* Measuring customer satisfaction
 |
| 1. Demonstrate how to categorise customers in across a range of market segments to target effective communications
 | * 1. Be able to correctly use different techniques so as to group customers and identify markets
	2. Demonstrate how to conduct market research to gather information
	3. Discuss how market research to gather information
	4. Identify how market research supports the process of market segmentation.
	5. Define communication systems in different markets
	6. Evaluate the role of user contribution systems.
 | * Market segmentation
* Socio-economic segmentation
* Using social grades in practice
* The need for a more complex analysis
* Geodemographic segmentation
* Multivariable segmentation
* Segments in the B2B market
* Market research
 |
| 1. Explain the importance of focusing on customer wants and needs when building relationships and selling and marketing products and services
 | * 1. Distinguish between customer types and their needs.
	2. Evaluate the importance of focusing on customer needs and wants when marketing and selling products and services
 | * Marketing and sales
* Exchange transactions
* The Customer Relationship
* Types of customers
* Internal and external customers
* Definition of needs and wants
 |
| 1. Identify how organisations create market segments to categorise customers who have specific needs and wants.
 | * 1. Evaluate customer behaviour
	2. Evaluate the customer decision making processes
	3. Identify how to create market segments to categorise customers who have specific needs and wants
	4. Identify the concepts linked to buyer readiness and loyalty
 | * Customer behaviour
* The customer decision-making process
* Factors that may affect the purchasing decision
* The importance of accurate segmentation
* Buyer readiness and loyalty
 |
| 1. Identify the strategies that create satisfied customers
 | * 1. Identify the concept of satisfied customers.
	2. Explain the strategic use of the constituent parts of the extended marketing mix to create satisfied customers.
	3. Identify the strategies that lead to effective customer service.
	4. Recommend quantifiable criteria for assessing the effective marketing in respect of customer satisfaction
 | * The concept of delighted customers
* The 7Ps of marketing
* The customer service concept
* Customer service in a service industry
* Effective e-marketing
* Measuring the effectiveness of marketing
* Measuring the reach of an advertising campaign
* Website metrics
* Customers and brand recognition
* Predicting what will create satisfaction
 |
| 1. Explain how the analysis of the macroenvironment can influence the planning of a customer service strategy.
 | * 1. Evaluate the ways in which organisations adjust to external influences by applying macroenvironment analytical methods.
	2. Evaluate the ways in which the analysis of the macroenvironment can influence the strategic planning so that an organisation is able to maintain customer satisfaction.
 | * PESTLE influences
* PESTLE factors
* Planning strategies
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| Module Reference number | 4 |
| Module Title | The Functions of Sales and Marketing in the Business Environment |
| Module level | 4 |
| Number of credits | 24 |
| Total qualification time | 240 |
| Guided learning hours | 120 |
| Mandatory/ Optional | Mandatory |
| Sector Subject Area | 15. |
| Module Grading Structure | Pass/ Fail |

**Module aims**: this module aims to develop knowledge and understanding of the interrelationship between sales and marketing and how sales and marketing impact on an organisations’ marketing environment and creation of its marketing strategy and objectives.

**Learning Outcomes, Assessment Criteria, and Indicative Contents**

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| **Learning Outcomes – the learner will** | **Assessment Criteria – the learner can:** | **Indicative contents**  |
| 1. Define the different types of customers.
 | * 1. Explain the difference consumer and business customers
	2. Explain the difference between internal and external customers
 | * Markets
* Market segments
* Public and Charity Sectors
 |
| 1. Define the marketing environment
 | * 1. Analyse the tools used to assess the marketing environment
	2. Select an organisation and explore its internal and external environments
 | * Marketing environment
* Internal environment
* Matching the external and internal environments
 |
| 1. Identify the marketing strategies used within organisations.
 | * 1. Demonstrate how to undertake the market segmentation for a range of business scenarios.
	2. Identify how marketing positioning operates
	3. Select a range of organisations and explore how growth strategies are used within them.
 | * Market segmentation and targeting
* Market Positioning
* Market segmentation
* Portfolio analysis
* Market Growth Strategies
 |
| 1. Define the business-critical relationship between sales and marketing
 | * 1. Evaluate the role marketing plan plays in informing sales
	2. Identify the factors to be considered necessary to achieve marketing and sales objectives.
	3. Assess the impact of marketing activities for pre- sales, sales and post-sales phases.
	4. Evaluate how a sales team can provide informative input to marketing plan
	5. Discuss how the relationship between the Sales team and the Marketing team enables the achievement of business objectives
 | * Marketing plan
* Market management
* Sales v marketing
* Sales process and the sales funnel
* Sales process explained
* Pre-sale phase
* Decision making unit
* Consultative selling
* Sales phase
* Post-sales phase
 |
| 1. Explain the functions of a sales team
 | * 1. Assess the importance of a competent sales function to an organisation
	2. Identify the functions of territory sales and key account sales within a sales strategy.
	3. Explain why sales plans, objectives and forecasts influence other functions within an organisation.
 | * Sales Planning and Goal-orientation
* Alignment with other plans
* Territory Planning
* Key Account Management
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| Module Reference number | 5 |
| Module Title | Effective Marketing management |
| Module level | 4 |
| Number of credits | 12 |
| Total qualification time | 120 |
| Guided learning hours | 60 |
| Mandatory/ Optional | Mandatory |
| Sector Subject Area | 15. |
| Module Grading Structure | Pass/ Fail |

**Module aims**: this module aims to develop knowledge and understanding of the planning of internal and external marketing and promotional activities and the use of marketing as a management tool used by organisations to identify the value and impact of marketing activities on sustainability and growth.

**Learning Outcomes, Assessment Criteria, and Indicative Contents**

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| **Learning Outcomes – the learner will** | **Assessment Criteria – the learner can:** | **Indicative contents**  |
| 1. Explain the importance of marketing across the public, private and not for profit sectors.
 | * 1. Define the concept of marketing
	2. Evaluate the existence of markets in the public, private and not for profit sectors.
	3. Assess how far marketing practices adapt to the requirements of the public, private and not for profit sectors.
 | * Defining marketing
* Defining markets
* Public and Charity Sectors
* Marketing strategies in different sectors
* Social marketing
* Political marketing
 |
| 1. Explain the methods and tools used for market segmentation, targeting and market positioning.
 | * 1. Identify a range of methods and tools used for market segmentation, targeting and market positioning.
	2. Assess the needs of each segment.
	3. Produce detailed plans for market positioning and targeting for a range of scenarios and case studies.
 | * The marketing environment
* Macroenvironment
* Microenvironment
* Market segmentation, targeting and positioning
* Target marketing
* Benefits of target marketing
* The customer decision-making process
* The diffusion of innovations
* Customer influences
* Customer satisfaction
* Marketing research
 |
| 1. Identify how the marketing mix can be shaped to achieve market positioning strategies
 | * 1. Discuss the ways of shaping the marketing mix
	2. Identify how the marketing mix can be shaped to achieve chosen market positioning strategies
	3. Explain the benefits of using portfolio analysis methods for market positioning strategies
 | * Market Positioning Strategies
* The Marketing Mix
* Portfolio Analysis
 |
| 1. Explain the marketing planning process and the role of internal marketing in achieving successful marketing outcomes.
 | * 1. Evaluate the marketing planning process
	2. Identify ways in which organisations can align their internal operations to achieve successful marketing outcomes
 | * Internal Marketing
* Making marketing happen
* Market research techniques
* The marketing planning process
* The marketing audit
 |
| 1. Explain how electronic systems are used in marketing
 | * 1. Discuss the benefits of e-marketing for organisations.
	2. Select a business website and evaluate its design
	3. Discuss how the use of technology can impact on successful Customer Relationship Management.
 | * E-marketing
* Website design
* Customer Relationship Management
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| Module Reference number | 6 |
| Module Title | The management of sales |
| Module level | 4 |
| Number of credits | 12 |
| Total qualification time | 120 |
| Guided learning hours | 60 |
| Mandatory/ Optional | Mandatory |
| Sector Subject Area | 15. |
| Module Grading Structure | Pass/ Fail |

**Module aims**: this module aims to develop knowledge and understanding of the process for the effective management of sales.

**Learning Outcomes, Assessment Criteria, and Indicative Contents**

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| **Learning Outcomes – the learner will** | **Assessment Criteria – the learner can:** | **Indicative contents**  |
| 1. Explain the practice of sales within an organisation
 | * 1. Identify how the sales funnel influences the sales process.
	2. Select an organisation and evaluate its sales cycle.
	3. Identify the techniques an organisation adopts for identifying customer needs.
	4. Identify the techniques an organisation adopts for matching products and services to customer needs.
	5. Identify the negotiation techniques used within an organisation.
 | * Business Strategies
* Sales Versus Marketing
* Bridging the Gap between Sales and Marketing Sales-oriented versus marketing-oriented companies
 |
| 1. Define the management of sales within an organisation
 | * 1. Discuss different sales environments and their different requirements.
	2. Identify the processes involved in the sales team management within an organisation.
	3. Distinguish between the skills needed for sales territory management and for account management
 | * Defining the marketing funnel
* Steps for successful sales
* Reflecting on sales success
* Sales environments
* Managing sales teams
* Managing sales territories
* Managing sales accounts and key accounts
* Sales approaches
* Sales techniques
 |
| 1. Explain how sales are measured in an organisation
 | * 1. Evaluate the importance of sales performance measurements in monitoring and further improving sales within an organisation.
	2. Identify the methods for measuring sales performance.
	3. Evaluate the use of sales performance information in an organisation.
 | * Sales performance measurements
* Key Performance Indicators
* Reward and compensation
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| Module Reference number | 7 |
| Module Title | Business Technology and its role in marketing |
| Module level | 4 |
| Number of credits | 12 |
| Total qualification time | 120 |
| Guided learning hours | 60 |
| Mandatory/ Optional | Mandatory |
| Sector Subject Area | 15 |
| Module Grading Structure | Pass/ Fail |

**Module aims**: this module aims to develop knowledge and understanding of the impact of e-marketing tools and how to use IT in marketing and promoting an organisation’s goods or services.

**Learning Outcomes, Assessment Criteria, and Indicative Contents**

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| **Learning Outcomes – the learner will** | **Assessment Criteria – the learner can:** | **Indicative contents**  |
| 1. Identify the features of e-marketing communication.
 | * 1. Explain how e-marketing communication operates within an organisation
	2. Select an organisation, using its marketing strategy, assess the success of e-marketing communication in increasing its effectiveness.
 | * E-marketing communication characteristics
* E-marketing communication
* Developing e-marketing communications strategies
 |
| 1. Explain how e-marketing communication techniques are used in an organisation and how their effectiveness is measured.
 | * 1. Discuss how to integrate an e-marketing communication strategy with an organisation’s strategic plan.
	2. Identify the effectiveness of e-marketing communication techniques for different business scenarios.
	3. Identify the factors affecting e-marketing communication within an organisation
	4. Recommend ways to overcome the challenges of e- communication.
	5. Propose and justify measurable criteria for assessing the effectiveness of e-marketing communication
 | * Planning e-marketing as part of an e-business strategy
* Marketing techniques on the Internet
* E-marketing techniques and tools
* Factors affecting e-marketing effectiveness
* Ensuring e-marketing effectiveness
* Effectiveness as part of an e-marketing strategy
 |
| 1. Evaluate the impact of recent developments in e- marketing communication for an organisation
 | * 1. Evaluate recent developments in e-marketing communication.
 | * Recent developments
* Future e-marketing tactics
* The role of the Internet for e-marketing techniques
* Social networks in e-marketing
* Modern methods of e-marketing
 |
| 1. Explain role of IT and digital communications technology in a modern business environment
 | * 1. Identify the need for IT and digital communications solutions to support modern organisations.
	2. Evaluate the contribution and impact of the internet in how modern business operate
	3. Assess the importance of digital security and IT management in the modern business
 | * IT explained
* The need for IT
* Usefulness of Information Systems
* Key aspects of IT
* The Internet and its history
* Intranets, Extranets and Security
* Management Information Systems security compliance
* Supply Chain Management
 |
| 1. Explain how the modern business environment embraces the use of management information systems and enterprise models in integrating the value chain
 | * 1. Evaluate the impact of digital management information systems of modern business operations
	2. Evaluate the role of enterprise systems in value management integration.
	3. Identify the ways in which Enterprise Resource Planning contributes to business effectiveness.
 | * Information integration across
* Information about competitors
* The requirements of the enterprise
* Strategic, management and transaction systems
* Management Information Systems
* The use of data in Management Information Systems
* Global information systems
* Enterprise analysis
* Ethical and legal issues
 |
| 1. Explain the concepts of e- marketing and communication and their impact on sales.
 | * 1. Evaluate the concepts of e-marketing
	2. Explain the importance of e-market segmentation
	3. Identify why data management is important to the modern business
	4. Evaluate the use and impact of Customer Relationship Management Systems in the modern business.
	5. Define what constitutes a successful website in a modern business
	6. Evaluate the importance of Search Engine Optimisation for modern business websites.
 | * Definition of e-marketing
* E-commerce concepts
* E-commerce benefits
* E-marketing segmentation
* The impact of the information age to social groups
* Targeting customers in selected market segments
* Market positioning
* Website focus
* Search Engine Optimisation
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