



Unit title	Principles of Marketing Stakeholder Relationships
SQA code	H8R3 04
SCQF level	7
SCQF credit points	5
SSC Ref	MKTC 3-4

History of changes

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Title		Principles of Marketing Stakeholder Relationships	
Learning Outcomes		Assessment Criteria	
The candidate will:		The candidate can:	
1	Understand marketing stakeholder relationships.	1.1	Explain the basis on which the need for marketing stakeholder relationships are identified and prioritised.
		1.2	Explain the use of stakeholder mapping in developing ways of building relationships.
		1.3	Describe the nature of interest of different stakeholder groups and how this affects the nature of relationships and communications.
		1.4	Explain the significance of stakeholders to the achievement of the overall marketing strategy.
		1.5	Describe the features of the market in which stakeholders operate.
		1.6	Describe how to establish stakeholders' attitudes to an organisation.
		1.7	Describe actual and potential synergies and conflicts between clients and other stakeholders.
2	Understand how to build and manage marketing stakeholder relationships.	2.1	Explain how to identify common goals and potential synergy between stakeholders and an organisation.
		2.2	Explain the importance of engaging stakeholders in marketing activities.
		2.3	Explain the basis upon which stakeholder communications plans are developed.
		2.4	Explain the requirements of a competitor management strategy.
		2.5	Explain the importance of agreeing common objectives with clients.

Learning Outcomes	Assessment Criteria
The candidate will:	The candidate can:
	<p>2.6 Describe the scope of generalist and specialist personnel that can be deployed in support of building long-term relationships with clients.</p>
<p>3 Understand how to monitor and control marketing stakeholder relationships.</p>	<p>3.1 Explain the use of key performance indicators and success criteria in monitoring the effectiveness of stakeholder relationships.</p> <p>3.2 Describe methods of monitoring the ongoing effectiveness of stakeholder relationships.</p> <p>3.3 Explain the importance of effective stakeholder communications and feedback system.</p> <p>3.4 Explain how changes in the market environment in which stakeholders operate may have an impact on relationships.</p> <p>3.5 Explain how to develop strategies and plans that address changing stakeholder attitudes and needs.</p> <p>3.6 Explain how to develop reporting systems that meet agreed success criteria.</p> <p>3.7 Explain the importance of reviewing the effectiveness of collaborative arrangements with stakeholders.</p>

Additional information about the Unit
Unit purpose and aim(s)
This Unit is designed to develop the candidates knowledge and understanding of marketing stakeholder relationships, how to build and manage marketing stakeholder relationships and how to monitor and control marketing stakeholder relationships.
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
Marketing 2.1.4 Identify and manage relationships with social marketing stakeholders Marketing 4.1.1 Develop and understanding of the client Marketing 4.4.3 Build and manage stakeholder relationships Marketing 4.4.5 Manage business and political relationships and lobby for influence Marketing 4.4.6 Manage financial public relations and investor relations Marketing 7.3.3 Develop strategic relationships with major clients Marketing 7.4.4 Build and sustain collaborative relationships with other organisations (MSC D17) Marketing 7.1.6 Monitor and control relationship management activities
Details of the relationship between the Unit and other standards or curricula (if appropriate)
N/A
Assessment requirements specified by a sector or regulatory body (if appropriate)
N/A

Assessment (evidence) Requirements

This Unit is designed to assess the knowledge and understanding of candidates in the workplace and can be assessed on or off the job. Candidates must cover all the Learning Outcomes and Assessment Criteria.

Candidates may be able to prove their occupational knowledge and understanding through performance in the workplace. In addition to performance, questioning may be used to:

- ◆ confirm knowledge and understanding where it is not apparent from performance
- ◆ address gaps in knowledge and understanding in performance
- ◆ authenticate evidence by asking candidates to explain part of the evidence and/or describe the process of producing it

Evidence is likely to be presented in the form of a portfolio.

Guidance on Instruments of Assessment

Appropriate Instruments of Assessment for assessing candidates' underpinning knowledge and understanding include:

- ◆ Oral questions
- ◆ Written questions
- ◆ Multiple-choice questions
- ◆ Case studies
- ◆ Assignments
- ◆ Professional discussion/Personal statement
- ◆ Observation
- ◆ Product evidence
- ◆ Witness testimony

The choice of method should reflect any special assessment requirements candidates may have. For example, some candidates do not respond well to written questions — in any case, it is important to ensure that the appropriate reading level is used.

SQA's Guide to Assessment provides further information on appropriate Instruments of Assessment. This guide is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website www.sqa.org.uk.