

Higher National Unit Specification

General information for centres

Unit title: Marketing Relationships

Unit code: DV8P 35

Unit purpose: The Unit is aimed at allowing candidates to understand the role and management of the many relationships that are important to the success of marketing operations.

On completion of this Unit, the candidate will be able to:

- 1 Explain the key marketing relationships formed by an organisation.
- 2 Evaluate the management of key marketing relationships.

Credit points and level: 1 HN Credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: It is recommended that candidates undertaking this Unit possess good written or verbal skills, together with knowledge of the principles of marketing and customer care. This may be evidenced by possession of a suitable HN Unit at SCQF level 7.

Core Skills: There are opportunities to develop the Core Skills of Problem Solving and Communication at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Assessment: The assessment could take the form of open-book assessments with structured questions. A holistic approach may be taken to the assessment of both Outcomes. A single instrument of assessment based on a case study of a real or imaginary organisation could be used. Candidates should be provided with, or directed to, information about such an organisation and its environment. If the candidate is directed to gather information, the case study should ideally be based on an organisation that the candidate is familiar with, or one about which the candidate can easily gather data. Candidates who have current or past experience may be able to base their assessment on an organisation in which they have worked.

General information for centres (cont)

If preferred, it is possible to set more than one instrument of assessment where each Outcome could be assessed separately. Where this approach is adopted, different organisations could be used for different instruments of assessment. The assessment for Outcome 1 could take the form of restricted response questions, while in Outcome 2 candidates evaluate the management of key marketing relationships in particular organisation(s).

An exemplar assessment pack and marking guidelines have been produced to indicate the national standard of achievement at SCQF level 8.

Higher National Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Explain the key marketing relationships formed by an organisation

Knowledge and/or skills

- ◆ Types of internal and external relationships
- ◆ Importance of managing key marketing relationships
- ◆ Concepts of relationship management

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ describe the internal and external relationships formed by organisations
- ◆ explain the importance of managing key marketing relationships
- ◆ describe the concepts of relationship management

Assessment guidelines

This Outcome could be assessed together with Outcome 2 by using one integrated instrument of assessment. Alternatively, if preferred, it may be assessed on its own by eg restricted response questions covering all Evidence Requirements.

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Relationships

Outcome 2

Evaluate the management of key marketing relationships

Knowledge and/or skills

- ◆ Managing customer relationships (CRM)
- ◆ Managing other external relationships
- ◆ Managing internal marketing
- ◆ Criteria for evaluating effectiveness of marketing relationships

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can evaluate and suggest improvements to:

- ◆ an organisation's existing customer relationship strategy
- ◆ one other external relationship strategy
- ◆ one internal marketing relationship strategy

Assessment guidelines

This Outcome could be assessed together with Outcome 1 by using one integrated instrument of assessment. Alternatively, if preferred, it can be assessed on its own by candidates evaluating the management of key marketing relationships in real or imaginary organisation(s).

Administrative Information

Unit code: DV8P 35
Unit title: Marketing Relationships
Superclass category: BA
Date of publication: August 2005
Version: 02 (November 2014)

History of Changes:

Version	Description of change	Date
02	Insertion of short guidance in Support Notes (in Guidance on the content and context) of this Unit re inclusion of the impact of digital media on managing marketing relationships and the need to integrate both digital and traditional marketing communication techniques.	05/11/14

Source: SQA

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Higher National Unit specification: support notes

Unit title: Marketing Relationships

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

The Unit is a mandatory Unit within the HND Marketing Group Award and is designed to provide candidates with knowledge of marketing relationships.

The Unit highlights the importance of creating, maintaining and enhancing good marketing relationships along an organisation's supply chain and internal markets to improve its long-term performance and position in the market. The Unit considers the various factors that affect an organisation's marketing capabilities and its relationships with all its stakeholders.

The Unit also highlights the importance of the internal / external and customer/supplier relationship focussing on an effective customer relationship marketing strategy. It is designed to:

- ◆ enhance the candidate's understanding of the marketing theory relating to managing marketing relationships
- ◆ improve the candidate's ability to evaluate the management of these relationships

Where appropriate, candidates should be made aware of the rapid growth of digital media and the impact it is having on marketing communications, including how it can be used effectively in managing marketing relationships. However, it should be emphasised that there is a need for digital techniques to be integrated with traditional marketing communication techniques.

The following gives some guidance on suitable content. It is neither exhaustive nor prescriptive.

Outcome 1

The Marketing Concept and the Relationship Marketing concept and their impact on customer care.

An introduction to the concepts and philosophy of the internal/external customer/supplier relationships where each department/organisation works with each other and supports each other to ensure that the external customer receives the right product or service at the right place, price and at the right time to guarantee customer satisfaction and retention.

Using supply chain management to strengthen the relationships all along the supply chain and going beyond the traditional marketing channels in terms of forming strategic alliances with other partners to strengthen their effectiveness in the market place.

Relationships with external organisations such as promotional agencies, marketing research agencies, suppliers, intermediaries, regulatory bodies should be addressed. The need for internal marketing and interdepartmental relationships should also be discussed and explored.

The importance of managing marketing relationships effectively in order to build long-term relationships with all stakeholders to guarantee added value for customers should be discussed along with the methods used to foster and maintain good working relationships such as: the marketing communications mix, negotiations, contracts and briefs.

Higher National Unit specification: support notes (cont)

Unit title: Marketing Relationships

Outcome 2

This Outcome builds on the knowledge gained in Outcome 1 and the content is intended to reinforce that learning and give the candidate's the knowledge and skills required to evaluate the strategies employed by an organisation and to suggest improvements to current practice.

The organisation's strategy for relationship marketing. This can include its corporate identity, policies, reviewing standards, improving service levels, training policies and quality issues.

Consideration should be given to the main methods of communication used to interface with the organisation's various stakeholders. For example, face to face, telephone, advertising, brochures, letters etc.

The analysis of an organisation's marketing communication mix should include advertising, public relations, sales promotion, direct marketing and personal selling.

Different types of personal selling and the influence they have on relationship building in consumer and industrial markets.

The difference between short term transactional selling and long term key account management should be discussed and the advantages and disadvantages of key account management should be considered.

Factors to be considered in using internet technology include, speed and convenience, information available, costs, audience measurement, imagery, new market opportunities, market information. Also consider the use of databases, E-mail, newsletters and their impact on customer relationships. On the other hand, what are the barriers to expansion?

Evaluation criteria that can be used to evaluate effectiveness, such as customer loyalty and retention, the number of disputes etc.

Guidance on the delivery and assessment of this Unit

Tutor led discussion and appropriate use of examples and case studies can help to keep the Unit relevant to candidates. The use of organisations with which the candidates are familiar is encouraged. Access and reference to appropriate marketing text books and materials should be an integral part of the delivery.

Candidates should be encouraged to relate theory to practice and be able to analyse and apply theory to an organisation's given situation.

A holistic approach could be taken to the assessment of both Outcomes. A single instrument of assessment based on a particular organisation could be used. It could be a case study where all the requisite information about an organisation is given to the candidates. This could be a real or imaginary organisation. Alternatively, candidates could be asked to gather information about an organisation themselves. This approach may be suitable for candidates who are familiar with a particular organisation or where the candidate can easily gather information about an organisation.

Higher National Unit specification: support notes (cont)

Unit title: Marketing Relationships

It is possible, if desired, to use more than one instrument of assessment. If this is done then different organisations may be used as a basis for different assessments. It would be possible also to ask candidates to gather their own information for some assessments but to be provided with case study materials for others. Instruments of assessment could take the form of structured questions linked to the situation of a particular organisation. Candidates could be asked to submit a report based on these questions. Alternatively, instead of questions, candidates could be given specific guidelines and asked to prepare a report based on them.

Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of Problem Solving and Communication at SCQF Level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

All elements of the Core Skill of Problem Solving [i.e. Planning and Organising, Critical thinking, and Reviewing and Evaluating] will be fully developed and enhanced in the application of accepted advanced business communication theories. Identifying and assessing the relevance of all factors, identifying and maximising all available resources in order to overcome perceived potential difficulties will involve a high level of critical thinking.

Candidates will be required to analyse and seek solutions to a range of theoretical and practical issues impacting on internal and external communication. Formative work in which they identify and consider the variables in situations, including all available resources, and analyse the significance of each before identifying ideas for potential improvements will provide opportunities to develop problem solving skills to an advanced level. Evaluation of research findings will consider all aspects of organisational practice. Recommending and justifying effective strategies which allow on-going opportunities for review and potential adjustment will reflect and apply current communication theory and practice.

Skills in accessing, reading and evaluating a range of sources which provide effective and current materials and information on professional concerns, issues and ideas will underpin research.

Although skills in written communication are not formally assessed, candidates would be expected to express essential ideas, information accurately and coherently, to use a formal structure and format and to produce work to a professional standard. Word processing of the extended report and use of software to check language, spelling and punctuation for accuracy is, therefore, good practice.

Higher National Unit specification: support notes (cont)

Unit title: Marketing Relationships

Open learning

If this Unit is delivered by open or distant learning methods, additional resources will be required for candidate support, assessment and quality assurance. For further information and advice please refer to the SQA guide: *Assessment and Quality Assurance for Open and Distance Learning* (A1030, February 2001).

Candidates with disabilities and/or additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Alternative Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: **www.sqa.org.uk**.

General information for candidates

Unit title: Marketing Relationships

This Unit is designed to:

- ◆ enhance your understanding of the marketing theory relating to managing marketing relationships in organisations
- ◆ improve your ability to evaluate the management of these relationships

The Unit has two Outcomes. Outcome 1 looks at the types of relationships formed by an organisation and the importance of customer care and relationship marketing in building long-term success. In Outcome 2 you will have the opportunity to investigate an organisation's customer care and relationship marketing strategies with key stakeholder groups.

The content of the Unit will include relevant examples and case studies that focus on the key areas of your studies. This should provide the flexibility required to study, as appropriate, organisations of different size, public and private sector, and organisations operating in different markets.

For a successful completion of this Unit, you will be required to achieve a satisfactory level of performance on the assessment work. This will require you to:

- ◆ describe and explain the relationships that exist and how they can be managed
- ◆ analyse, evaluate and make recommendations of a particular organisation or organisations regarding the way they manage their marketing relationships

To do this, you will be expected to apply the principles and concepts you have learned during the course to the situation(s) of the organisation(s) concerned.