



Unit F2L0 04 (714)

Develop an Organisation's Marketing Strategy

Unit Summary

This Unit is about developing a company's marketing direction and strategy, in line with corporate objectives and the company's business plan. This involves considering and evaluating available options, and includes assessing and balancing the risks associated with particular options.

In order to be assessed as competent you must demonstrate to your assessor that you can consistently perform to the requirements set out below. Your performance evidence must include at least one observation by your assessor.

Achievement of this Unit will provide you with opportunities to develop the following SQA Core Skills:

Communication Higher

- ◆ Produce and respond to oral communication on a complex topic.
- ◆ Produce well-structured written communication on complex topics.

I have completed the requirements of this Unit.

Candidate name: _____ **Date:** _____

Candidate signature: _____ **Date:** _____

I can confirm the candidate has completed all requirements of this Unit.

Assessor signature: _____ **Date:** _____

IV signature: _____ **Date:** _____

Assessment centre: _____

	You must be able to	Evidence Requirements	Evidence/ Activity Ref No.
1	<p>Develop an organisation's marketing strategy</p> <p>This means you:</p> <ul style="list-style-type: none"> (a) Identify and prioritise strategic marketing objectives which are consistent with the organisation's financial objectives, business strategy and requirements for corporate social responsibility. (b) Identify and justify a prioritisation of the customer groups that the organisation wishes to acquire and retain. (c) Assess strategic options towards achieving the marketing objectives. (d) Identify and assess relevant market, competitor, stakeholder and business risks associated with the options considered, balancing the identified risks with the desired outcomes. (e) Explore the opportunities for strategic partnerships and for mergers/acquisitions in achieving the marketing objectives. (f) Agree a marketing strategy which builds upon the preferred option(s), and sets out specific and relevant objectives. (g) Identify key performance measures, and methods for monitoring and evaluating the marketing strategy. (h) Identify the actions and resources required to implement the agreed strategy, with a timescale for undertaking the actions identified. 	<p>Evidence of developing an organisation's marketing strategy in accordance with workplace procedures</p>	

		Evidence Requirements (cont)	
1 (cont)	(i) Balance the needs and expectations of key stakeholders and win their support. (j) Promote the value of marketing and its position as central to company strategy.		

Evidence of Performance

Evidence of performance may employ examples of the following assessment:

- ◆ observation
- ◆ written and oral questioning
- ◆ evidence from company systems (eg Food Safety Management System)
- ◆ reviewing the outcomes of work
- ◆ checking any records of documents completed
- ◆ checking accounts of work that the candidate or others have written

Candidate name:		Assessor initials/date
No	Activity	
1		

You need to know and understand		Evidence
Evidence of knowledge and understanding should be collected during observation of performance in the workplace. Where it cannot be collected by observing performance, other assessment methods should be used.		
General knowledge and understanding		
K1	The importance of long and medium-term planning to the success of an organisation.	
K2	The principles of strategic management and business planning.	
K3	The topics to be addressed within a strategic marketing plan.	
K4	The importance of creativity and innovation in strategic management.	
K5	The importance of corporate social responsibility and how to reflect this within an organisation's marketing strategy.	
K6	How to identify potential risks in relation to the achievement of objectives.	
K7	How to develop strategic objectives.	
K8	How to delegate responsibility and allocate resources to support a strategic marketing plan.	
K9	The importance of consulting with colleagues and other stakeholders during the development of the plan and how to do this effectively.	
K10	How to develop measures and methods for monitoring and evaluating performance against the strategic marketing plan.	
Knowledge and understanding in the context of your business		
K11	The market in which the business works.	
K12	The actual and potential customer base of the business.	
K13	The needs and expectations of the company's actual and potential customers.	
K14	The company's actual and potential competitors and partners, and the key features of their strategies and plans.	
K15	New and available market opportunities.	
K16	The company's ability to respond to market opportunities.	
K17	The company's aims towards enhancing corporate social responsibility, in relation to its marketing strategy.	
K18	Colleagues and other key stakeholders, and their needs and expectations.	
K19	Processes for consultation within the business.	
K20	Source of information that can aid monitoring and evaluation.	
Industry/sector specific knowledge and understanding		
K21	Legal, regulatory and ethical requirements in your sector.	
K22	Market developments in your sector.	

Notes/Comments

Assessor signature: _____ **Date:** _____