



Unit title	Marketing Planning
SQA code	H8R8 04
SCQF level	8
SCQF credit points	12
SSC ref	N/A

History of changes

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Title	Marketing Planning	
Learning Outcomes	Assessment Criteria	
The candidate will:	The candidate can:	
<p>1 Understand digital marketing plans.</p>	<p>1.1 Explain how organisations develop marketing strategies.</p> <p>1.2 Explain the key factors which influence marketing decision making.</p> <p>1.3 Assess the risk of competitors to organisational achievement.</p> <p>1.4 Explain the impact of industry dynamics on an organisation.</p> <p>1.5 Evaluate the risks to implementation of a marketing plan.</p> <p>1.6 Explain how to set key performance indicators (KPIs).</p> <p>1.7 Explain how marketing plans are monitored and evaluated.</p> <p>1.8 Specify monitoring arrangements that are capable of identifying variances from targets and expectations.</p> <p>1.9 Devise a marketing plan that aligns with a marketing strategy.</p> <p>1.10 Evaluate the implementation of a marketing plan.</p>	
<p>2 Understand how market segmentation contributes to marketing planning.</p>	<p>2.1 Explain the importance of defining target markets to the development and achievement of the marketing strategy.</p> <p>2.2 Explain how target markets are established for marketing activities.</p> <p>2.3 Describe how digital marketing techniques appeal to different market segments.</p> <p>2.4 Explain how digital marketing contributes to market segmentation.</p> <p>2.5 Evaluate data to inform market segmentation.</p>	

Learning Outcomes		Assessment Criteria	
The Candidate will:		The Candidate can:	
3	Understand how to develop a promotional mix for effective marketing.	3.1	Compare digital and non-digital marketing techniques.
		3.2	Explain the effect of a marketing mix on a promotional mix.
		3.3	Evaluate the suitability of digital marketing techniques to meet marketing objectives.
		3.4	Evaluate a multi-channel approach to digital marketing.
		3.5	Explain how emerging approaches to digital marketing can contribute to a marketing mix.
		3.6	Illustrate how different digital marketing techniques combine to make a marketing campaign.
		3.7	Analyse the implications of the overall purpose of marketing to the selection of marketing techniques and platforms.
4	Understand how branding is used across digital marketing channels.	4.1	Explain the brand characteristics of an organisation.
		4.2	Explain the purpose of brand guidelines in digital marketing.
		4.3	Explain how to incorporate brand identity into a digital marketing campaign.

Additional information about the Unit
Unit purpose and aim(s)
<p>This Unit is designed to develop the candidates knowledge, understanding and skills in digital marketing planning. Candidates will gain an understanding of how organisations develop marketing strategies and how these strategies are used to develop the organisation's marketing plans. Candidates will also evaluate the implementation of a marketing plan.</p> <p>Candidates will develop an understanding of market segmentation and how digital marketing techniques appeal to different market segments.</p> <p>They will develop their understanding of digital marketing techniques and how they can be used to determine a suitable promotional mix to meet marketing objectives. Finally, they will learn about how branding is used across digital marketing channels.</p>
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
N/A
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, understanding and skills 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' knowledge and understanding include:

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

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.