

## Higher National Unit Specification

### General information for centres

**Unit title:** Marketing Planning Process

**Unit code:** DV8N 35

**Unit purpose:** This Unit will develop the candidate's knowledge and understanding of the marketing planning process. It will enable the candidate to develop their skills in analysing marketing information and in reviewing and appraising marketing plans.

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

- 1 Explain the role and importance of marketing planning.
- 2 Analyse the internal and external marketing environment of an organisation.
- 3 Evaluate a marketing plan for an organisation.

**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 expected that candidates will have already completed a basic introductory marketing Unit or equivalent.

**Core Skills:** There are opportunities to develop the Core Skill of Problem Solving 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:** In order to pass this Unit, candidates must provide evidence that they have the underpinning knowledge of the marketing planning process and can apply this knowledge by analysing information and evaluating a marketing plan for an organisation.

The Unit may be assessed by two separate assessments. One instrument of assessment could be used for Outcome 1, taking the form of a restricted response paper taken under controlled conditions. This requires the candidate to explain the role and importance of the marketing planning process and the key stages of the process.

## **General information for centres (cont)**

A second assessment could be used for Outcomes 2 and 3, taking the form of an analysis and evaluation of a marketing plan based on a case material. The case material should include sufficient background information on the organisation, its current business activities and its market or potential market to allow candidates a wide choice of analytical possibilities. It also provides a proposed marketing plan which can be reviewed and evaluated by the candidates.

Alternatively, if preferred by the Centre, it would be possible to split this assessment into two stages:

- (a) Carry out a marketing audit/analysis, and
- (b) Evaluation of a marketing plan.

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

## **Higher National Unit specification: statement of standards**

**Unit title:** Marketing Planning Process

**Unit code:** DV8N 35

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 role and importance of marketing planning

#### **Knowledge and/or skills**

- ◆ Role of the marketing function in the planning process in an organisation
- ◆ Stage in the marketing planning process

#### **Evidence Requirements**

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

- ◆ explain the function of marketing in an organisation including:
  - role of marketing in the corporate planning process
  - role of marketing in influencing corporate strategy, both proactive and reactive
- ◆ describe and explain the importance of the following stages in the marketing planning process:
  - marketing audit
  - SWOT
  - objectives
  - action plan
  - monitoring and control

#### **Assessment guidelines**

The assessment could take the form of restricted response questions to be completed under closed-book conditions.

## Higher National Unit specification: statement of standards (cont)

**Unit title:** Marketing Planning Process

### Outcome 2

Analyse the internal and external marketing environment of an organisation

#### Knowledge and/or skills

- ◆ Internal marketing environment
- ◆ External marketing environment
- ◆ SWOT analysis

#### Evidence Requirements

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

- ◆ carry out an analysis of the marketing performance and effectiveness of an organisation, in terms of **two** of the following:
  - sales and market share
  - objectives
  - gap analysis
  - effectiveness of existing marketing strategies
- ◆ carry out an analysis of the marketing situation of an organisation, in terms of **two** of the following:
  - segmentation
  - portfolio analysis
  - market and product life cycle
  - competitive advantage
  - positioning
- ◆ identify and explain micro and macro environmental influences which are having an important impact on the organisation. (A minimum of **two** micro and **two** macro factors are required)
- ◆ produce a SWOT analysis for the organisation based on the analysis of these internal and external influences

#### Assessment guidelines

Outcome 2 requires candidates to provide evidence that they can analyse and evaluate the impact of internal and external influences on the organisation's marketing performance and summarise this in the form of a SWOT analysis. This may be assessed separately or integrated with Outcome 3 into a single assessment. This may be completed in the candidates own time based on case materials.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Marketing Planning Process

### **Outcome 3**

Evaluate a marketing plan for an organisation

#### **Knowledge and/or skills**

- ◆ Marketing objectives
- ◆ Target market
- ◆ Marketing mix
- ◆ Methods for monitoring and control of a marketing plan

#### **Evidence Requirements**

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

- ◆ evaluate the marketing objectives in a given marketing plan in terms of:
  - meeting the corporate objectives of the organisation
  - SMART objectives
- ◆ evaluate the choice of target market(s) in the given marketing plan
- ◆ critically evaluate the action programme in the given marketing plan in relation to the:
  - stated marketing objectives
  - chosen target market(s)
- ◆ evaluate the proposed methods for monitoring and control of the marketing plan

#### **Assessment guidelines**

Outcome 3 requires candidates to provide evidence that they can evaluate a marketing plan based on the analysis completed in Outcome 2. It is envisaged that candidates will be provided with a proposed marketing plan based on the case material provided in Outcome 2. Using their analysis, candidates must evaluate the appropriateness of the objectives and the target market chosen; then consider the one year marketing programme proposed and evaluate it in relation to these objectives. Finally they will review the proposed methods of monitoring and control of the plan.

This will be completed in the candidates own time based on the same case materials.

## **Administrative Information**

<b>Unit code:</b>	DV8N 35
<b>Unit title:</b>	Marketing Planning Process
<b>Superclass category:</b>	BA
<b>Date of publication:</b>	August 2005
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## **Higher National Unit specification: support notes**

### **Unit title: Marketing Planning Process**

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**

This Unit is included as a Mandatory Unit in the framework for the HND Marketing but may also be offered as part of other Higher National programmes

This Unit is designed to enhance a basic knowledge of marketing planning by providing the candidate with the opportunity to put theory into practice, through the analysis of both marketing information and an operational marketing plan.

The Unit is designed to give candidates the basic understanding of the planning process and to help develop their ability to analyse and evaluate information. As part of this process, candidates will be required to conduct a market audit, a SWOT analysis and identify key action areas, before proceeding to develop appropriate marketing objectives for an organisation. After this, candidates will devise marketing programmes at an operational level to achieve the objectives set. It provides the opportunity for candidates to consider the resource implications of their proposals and the monitoring and control of the programme.

This Unit is designed to provide them with the skills required to design marketing programmes across a variety of different type of organisation.

### **Guidance on the delivery and assessment of this Unit**

It is envisaged that an integrated approach to teaching the Unit will be adopted whereby candidates will appreciate the links that exist between the 3 Outcomes. Although the Outcomes can be assessed independently, it is essential that candidates appreciate the sequential nature of the planning process in developing the overall plan.

The Unit is designed to give candidates the knowledge and understanding required to evaluate a one year marketing plan for an organisation. It is expected that Outcome 2 and 3 would be assessed using a case study or alternatively could be linked to a project.

A suggested guide for the delivery of this Unit is to allocate teaching time as follows:

- Outcome 1 — 10%
- Outcome 2 — 50%
- Outcome 3 — 40%

These figures are given only as a guide and are not mandatory.

## **Higher National Unit specification: support notes (cont)**

**Unit title:** Marketing Planning Process

### ***Opportunities for developing Core Skills***

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

Candidates will be required to analyse and seek solutions to a range of theoretical and practical problems and issues as they identify specific marketing objectives. Identifying and analysing critically the elements involved in external and internal marketing environments and evaluating the relative significance of each, will provide opportunities to develop elements of planning — including critical thinking and general problem solving skills to an advanced level.

The ability to analyse and evaluate the potential impact of proposed marketing plans and to comment in detail on the effectiveness of strategies will be critical to of underpinning knowledge and understanding.

### **Open learning**

This Unit could be delivered by open or distance learning, however additional resources would be required for candidate support and arrangements are made to ensure assessment for Outcome 1 is delivered in a supervised environment under controlled conditions. 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](http://www.sqa.org.uk)**.

## **General information for candidates**

### **Unit title:** Marketing Planning Process

This Unit is designed to enhance your knowledge of marketing planning by providing you with the opportunity to put theory into practice through the analysis of marketing information and the evaluation of an operational marketing plan.

The Unit is designed to give you an understanding of the importance and the key stages in the planning process, and to help develop your ability to analyse and evaluate information and decisions. As part of this process, you will be required to conduct a market audit and a SWOT analysis. In the final part of the Unit you will be asked to bring together your knowledge of marketing theory and your analytical skills to review a proposed marketing action plan.

This Unit is designed to provide you with the skills required to practice marketing in a variety of different type of organisations.