



Higher National Unit specification

General information

Unit title: Marketing Planning: An Introduction (SCQF level 7)

Unit code: HW09 34

Superclass: BA

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Version: 01

Unit purpose

This unit gives the learner an understanding of the link between organisational corporate objectives and marketing planning. Learners will develop knowledge on how the corporate objectives are realised through the marketing plan. The learner will develop a clear knowledge of the stages of the marketing planning process and will develop skills in analysing the internal and external environment of an organisation. Learners will systematically structure the information found through analysis to identify positive and negative factors that can be used to underpin the marketing decision making process.

Outcomes

On successful completion of the unit the learner will be able to:

- 1 Explain the role and importance of marketing planning within the corporate plan.
- 2 Describe the five stages of marketing planning.
- 3 Carry out a situational analysis for an organisation.

Credit points and level

1 Higher National Unit credit at SCQF level 7: (8 SCQF level points at SCQF level 7)

Recommended entry to the unit

Entry to this unit is at the discretion of centres. However, it is expected that learners will have already completed an introductory marketing Unit or equivalent.

Higher National Unit Specification: General information (cont)

Unit title: Marketing Planning: An Introduction

Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the support notes for this unit specification.

There is no automatic certification of Core Skills or Core Skill components in this unit.

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.

The Assessment Support Pack (ASP) for this unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (<http://www.sqa.org.uk/sqa/46233.2769.html>).

Equality and inclusion

This unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

Higher National Unit Specification: Statement of standards

Unit title: Marketing Planning: An Introduction (SCQF level 7)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Explain the role and importance of marketing planning within the corporate plan.

Knowledge and/or skills

- ◆ Role of marketing in the corporate planning process
- ◆ Role of marketing in influencing corporate strategy
- ◆ Proactive strategies
- ◆ Reactive strategies

Outcome 2

Describe the five stages of marketing planning.

Knowledge and/or skills

- ◆ Mission
- ◆ Situation analysis
- ◆ Objectives
- ◆ Action plan
- ◆ Monitoring and control

Outcome 3

Carry out a situational analysis for an organisation.

Knowledge and/or skills

- ◆ Internal factors
- ◆ External factors
- ◆ SWOT analysis

Higher National Unit specification: Statement of standards (cont)

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Evidence requirements for this unit

The evidence requirements for this unit will take two forms:

- ◆ Evidence of cognitive competence (knowledge and understanding) for Outcomes 1 and 2
- ◆ Evidence of practical competence (practical abilities) for Outcome 3

Learners will need to provide evidence to demonstrate their knowledge and/or skills across all outcomes by showing that they can:

For Outcome 1: demonstrate their understanding of the role and importance of marketing planning within the corporate plan by:

- ◆ explaining the importance of planning for organisations.
- ◆ describing the corporate planning process.
- ◆ explaining the role of marketing in the corporate planning process.
- ◆ explaining the role of marketing in influencing corporate strategy.
- ◆ describing the difference between a proactive and reactive strategy.

For Outcome 2: describe the five stages of marketing planning, ie:

- ◆ Mission
- ◆ Situational analysis
- ◆ Objectives
- ◆ Action plan
- ◆ Monitoring and control

For Outcome 3: carry out a situational analysis of an organisation including:

- ◆ Collection of relevant facts and information relating to internal factors (an internal audit):
 - current marketing operations
 - organisation structure
 - organisations marketing information systems
- ◆ External factors (an external audit):
 - Pestle/Pestec analysis
 - explaining how the external audit affects the internal environment forces, ie:
 - suppliers
 - distributors
 - competitors
 - customers
- ◆ Creating a SWOT analysis using the information found in the internal and external audit

Assessment guidance

This unit can be assessed in a variety of ways and more information can be found in the support notes.



Higher National Unit Support Notes

Unit title: Marketing Planning: An Introduction (SCQF level 7)

Unit support notes are offered as guidance and 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 mandatory in the framework for the HND Marketing but may also be offered as part of other Higher National programmes.

It is designed to enhance a basic knowledge of marketing planning by providing the learner with the opportunity to gain understanding of marketing planning theory and putting this into practice, through situational analysis of both internal and external marketing information.

It is designed to give learners the understanding of the planning process and to help develop their ability to analyse and evaluate information. As part of this process, learners will be required to conduct a situational audit and a SWOT analysis. It provides the opportunity for learners to consider all internal and external aspects that have the implications for an organisation's marketing effectiveness.

This unit is also designed to provide learners with the skills required to design marketing programmes across a variety of different type of organisations.

Guidance on approaches to delivery of this unit

It is envisaged that an integrated approach to teaching the unit will be adopted whereby learners will appreciate the links that exist between all three outcomes.

For Outcome 1, learners should be encouraged to research well-known organisations' corporate and marketing strategies; these should be used for class discussions and exercises — as well as referenced in the work they produce. Learners should be encouraged to identify the correlation between corporate and marketing strategies within an organisation. This will help them to develop a deeper understanding of the relationship between corporate strategy and the development of the marketing plan.

For Outcome 2, learners will gain the opportunity to understand the link between the mission — the strategic objectives and the marketing objectives. Learners will look at the various stages in the marketing planning process and should be encouraged to think independently, eg consider previous organisation examples. They should be also be encouraged to consider what logical process an organisation would undertake when creating a marketing plan. Real life case studies could be used here to contextualise learning and encourage engagement with this theory-based learning.

Higher National Unit Support Notes (cont)

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In Outcome 3, learners apply the knowledge developed in Outcomes 1 and 2. This a practical outcome and it is recommended that they gather relevant information and facts from external and internal sources based on case study materials/stimuli. Learners will systematically structure the information found through their analysis to identify positive and negative factors that can be used to underpin the marketing decision making process.

Guidance on approaches to assessment of this unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

As outlined earlier, it is envisaged that an integrated approach to teaching the unit will be adopted whereby learners will appreciate the links that exist between all three outcomes. And although the outcomes can be assessed independently, it is essential that learners appreciate the sequential nature of the planning process in developing the overall marketing plan. Possible assessments can include:

For Outcome 1 — a series of questions in closed-book conditions

For Outcome 2 — a series of questions in closed-book conditions
(e-assessment questions could be used for Outcomes 1 and 2)

For Outcome 3 — it is recommended that assessment is based on a case study and involves the learner collating the required information using various research techniques and then analysing the information through the SWOT analysis. This information could be collated and recorded using an e-portfolio. Blogs and wikis could also be used as part of assessment. And learners could also present their findings as an oral presentation.

Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the evidence requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at www.sqa.org.uk/e-assessment.

Higher National Unit Support Notes (cont)

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Opportunities for developing Core and other essential skills

Depending on the teaching, learning and assessment approaches adopted there are opportunities to develop Core Skills as follows:

Problem Solving: Components Planning and Organising; Critical Thinking; and Review and Evaluation

Learners 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.

Communications: Components Oral Communication and Written Communication

Across this unit, learners are expected to read and understand complex written information on the theory of marketing planning process and how this relates to corporate objectives; organisational strategies, etc. Assessments can include responses to questions (which could be written or oral) and the production of a SWOT analysis for an organisation — which again could be in written format or as an oral presentation.

Information and Communication Technology: Components Accessing information and Providing/Creating Information

Within this unit, learners are to access a wide range of information on the role of marketing in the corporate planning process, the key stages of marketing planning and how to carry out a situational analysis for an organisation. This will include the use of many online sources such as internal and external factors which have implications on an organisation's marketing effectiveness. Learners could also use a range of digital tools to collate and/or present their evidence.

As learners progress through this unit, they will acquire skills and knowledge about the marketing planning process and how it fits within corporate planning, etc. They also undertake a SWOT analysis based on their consideration of internal and external factors which could affect marketing effectiveness of an organisation — all of which could be used to enhance learners' employability prospects.

History of changes to unit

Version	Description of change	Date

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General information for learners

Unit title: Marketing Planning: An Introduction (SCQF level 7)

This section will help you decide whether this is the unit for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

This unit at SCQF level 7 is a stand-alone unit and also appears in a range of HN awards such as Marketing Communications and Advertising and PR and other related qualifications. It is for those studying marketing, advertising and PR and would like to work in this type of area (or related area) in the future. Also achievement of this unit could help you with further study of marketing planning at SCQF level 8 or above.

It is designed to provide you with an understanding of marketing planning theory and how it fits with organisations' corporate objectives. You then have an opportunity to apply this theory by looking at all internal and external aspects that have the implications for an organisation's marketing effectiveness — and then you will create a SWOT analysis based on your findings. On successful completion of the unit, you will be able to:

- ◆ explain the role and importance of marketing planning within the corporate plan.
- ◆ describe the five stages of marketing planning.
- ◆ carry out a situational analysis for an organisation.

The assessments for this unit can take a variety of forms and your tutor will advise as you progress through the unit. They are likely to include responding to questions and then production of a SWOT analysis for an organisation based on your research/findings.

There are also opportunities to develop Core Skills in *Communication, Problem Solving and Information Communication Technology (ICT)*.