



**INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)**



Programme	Level 4 Extended Diploma in Strategic Business Management (RQF)	
Unit Number/ Unit Title	UNIT 2 PRINCIPLES OF MARKETING	
Cohort Code:	L04POM-U2	
Unit Level	LEVEL 4	
Total GLH	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110	
Credits/Hours	20 CATS/ 10 ECTS	
Lecturer		
Start Date	End Date	

Unit Aims	This unit aims to introduce students to the core concepts and functions of marketing, focusing on how organizations identify and meet customer needs effectively, analyse consumer behaviour, and explore marketing mix strategies as well as utilize digital marketing tools.
Differentiation Strategies <i>(e.g. planned activities or support for individual learners according to their needs)</i>	Various approaches to addressing the various identified students needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none">1. Progressive tasks2. Digital resources3. Verbal support4. Variable outcomes5. Collaborative learning6. Ongoing assessment7. Flexible-pace learning

Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
Health & Safety	SIRM H&S policies will be maintained.
Learning Resources	<p style="text-align: center;">Teaching and Learning Materials</p> <p>Kotler, P., Armstrong, G., Harris, L. C., & Piercy, N. (2021). "Principles of Marketing." Pearson.</p> <p>Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2018). "Marketing Management." Pearson.</p> <p>Armstrong, G., & Kotler, P. (2015). "Marketing: An Introduction." Pearson.</p> <p>Brassington, F., & Pettitt, S. (2013). "Principles of Marketing." Pearson.</p> <p>Pride, W. M., Ferrell, O. C., Lukas, B. A., Schembri, S., & Niininen, O. (2018). "Marketing: Concepts and Strategies." Cengage Learning.</p>

Learning Outcome	Assessment Criteria
LO1. Learner will be able to understand marketing fundamentals.	AC 1.1: Define marketing and its role in organizations and society. AC 1.2: Explain the marketing concepts (e.g., segmentation, targeting, positioning) and their applications in different business contexts. AC 1.3: Analyze the impact of societal and ethical issues on marketing practices.
LO2. Learner will be able to analyse consumer behaviour.	AC 2.1: Analyze factors influencing consumer behavior and decision-making processes. AC 2.2: Evaluate the significance of market research in understanding consumer AC 2.3: Interpret consumer behavior models and their practical applications.
LO3. Learner will be able to explore marketing strategies.	AC 3.1: Identify and describe the elements of the marketing mix (product, price, place, promotion). AC 3.2: Develop marketing strategies for product development, pricing, distribution, and promotion. AC 3.3: Analyze the effectiveness of marketing mix strategies in different contexts.
LO4. Learner will be able to utilize digital tools. marketing	AC 4.1: Explore digital marketing channels, tools, and platforms (e.g., social media, SEO, email marketing). AC 4.2: Create and evaluate digital marketing campaigns considering target audience and objectives. AC 4.3: Analyse metrics and data to assess the performance of digital marketing efforts.
LO5. Learner will be able to develop marketing plans.	AC 5.1: Develop comprehensive marketing plans considering market analysis, segmentation, and target audience. AC 5.2: Design integrated marketing strategies aligning with organizational goals and consumer needs. AC 5.3: Present and justify marketing plans effectively in written or oral formats.

No	Learning Outcomes/Topic	Learning and Teaching Outcomes	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	Introduction to Marketing	<ul style="list-style-type: none"> Define research methodologies and their purpose in academic and professional fields. Activities: Lecture: Introduction to qualitative, quantitative, and mixed methods. Class Discussion: Why conduct research? Group Activity: Share examples of research use in business or science. 	LO1	
2.	Marketing Concepts (STP)	<ul style="list-style-type: none"> Introduce segmentation, targeting, and positioning (STP) and their application in marketing. Activities: Lecture: Explanation of STP framework with examples. Class Discussion: Why do companies segment markets? Case Activity: Segmenting a real-world product (e.g., sports drinks or smartphones) – identify target audiences and positioning strategies. 	LO1	
3.	Ethics & Societal Role of Marketing	Examine ethical practices, sustainability, and social responsibility in marketing. Activities: <ul style="list-style-type: none"> Lecture: Marketing ethics, greenwashing, and CSR initiatives. Mini-Debate: Ethics vs. Profit – students argue both sides using real examples. 	LO1	

		<ul style="list-style-type: none"> • Group Activity: Evaluate and present ethical vs. unethical ad campaigns. 		
4.	Understanding Consumer Behavior	<p>Analyze psychological, social, and cultural factors that influence consumer behavior.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Lecture: Key concepts in consumer psychology and cultural influences. • Role-Play Activity: Influence of peer pressure on buying decisions. • Case Study: How Nike targets youth through branding and social identity. 	LO1	
5.	Revision Class	<ul style="list-style-type: none"> • Activity 1: Market Strategy Design for a New Product Students will work in small groups to design a complete marketing strategy for a new product (e.g., eco-friendly sneakers, plant-based snack, or reusable smart bottle). • Activity 2: Ethics in Advertising Case Analysis Students will analyze a real or hypothetical advertisement that faced ethical criticism (e.g., unrealistic beauty standards, greenwashing, targeting vulnerable groups). 	LO1, LO2, LO3	

6.	Consumer Decision-Making Models	<p>Explore key consumer decision-making models such as AIDA and the buyer decision process.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Lecture: Overview of AIDA, buyer decision journey, and impulse buying behavior. • Group Discussion: Which model best reflects online shopping behavior? • Visual Mapping Activity: Students illustrate the stages they went through in a recent personal purchase. 	LO1, LO2, LO3	
7.	Market Research Introduction	<p>Understand the importance of market research and distinguish between primary and secondary research.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Lecture: Role of market research in decision-making; sources and methods. • Class Discussion: Examples of how research improves marketing outcomes. • Practical Activity: In teams, create and test a short customer survey on campus. 	LO1, LO2, LO3	
8.	Marketing Mix Overview (4Ps)	<p>Identify and apply the 4Ps of marketing: Product, Price, Place, and Promotion.</p> <p>Activities:</p>	LO1, LO2, LO3	

		<ul style="list-style-type: none"> • Lecture: Explanation of each element of the 4Ps with brand examples. • Hands-On Audit: Analyze a real product and classify elements of its marketing mix. • Interactive Quiz: “Name that P!” — rapid-fire game matching strategies to the correct ‘P’. 		
9.	Product Strategy & Development	<p>Examine product life cycle stages and develop innovative product ideas.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Lecture: Product life cycle (PLC), innovation types, and diffusion of innovation. • Workshop: Design and refine a new product concept addressing a specific need. • Group Pitch: Present product launch strategy using marketing principles. 	LO1, LO2, LO3	
10.	Revision Class	<ul style="list-style-type: none"> • Task 1: Map a recent personal purchase using a consumer decision-making model (e.g., AIDA or buyer decision process) and design a 5-question customer survey to understand buying behavior. <p>Objective : Analyze consumer behavior using decision-making models and apply basic market research methods to explore customer motivations.</p>	LO1, LO2, LO3	

		<ul style="list-style-type: none"> Task 2: In groups, design a new product and develop a marketing strategy using the 4Ps (Product, Price, Place, Promotion), identifying its stage in the product life cycle. <p>Objective: Apply the marketing mix and product life cycle concepts to create a customer-oriented product strategy.</p>		
11.	Review	<ul style="list-style-type: none"> Review of marketing principles. <p>Activities:</p> <ul style="list-style-type: none"> Review Session: Key concepts covered from weeks 1-10. Mock Exam: Practice questions on principals of marketing concepts. Feedback Session: Discuss common issues faced by students. 	LO1, LO2, LO3	
12.	Pricing Strategy	<p>Explain what pricing strategy is and distinguish between cost-based and value-based approaches.</p> <p>Activities:</p> <ul style="list-style-type: none"> Lecture: Introduction to pricing strategies, including cost-based, value-based, penetration, and skimming. Class Discussion: Why pricing is critical to perception and positioning. Activity: In teams, price a new product using different strategies. Case Study: Compare and evaluate penetration vs. skimming pricing using real-world examples. 	LO1, LO2, LO3	

13.	Place & Distribution Strategy	<p>Understand distribution channels, logistics, and the role of e-commerce in place strategy.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Lecture: Overview of direct vs. indirect channels, intermediaries, and last-mile logistics. • Guest Speaker (Optional): Retail or logistics expert on trends in distribution. • Practical Task: Design a basic distribution strategy for a fictional product. 	LO1, LO2, LO3	
14.	Promotion & IMC	<p>Explore the promotional mix and the development of integrated marketing communication plans.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Lecture: Key tools of the promotional mix (advertising, PR, sales promotions, etc.). • Workshop: Create a mini-promotion campaign for a student-chosen product. • Group Work: Design an IMC plan for an eco-friendly brand, aligning message and channels. 	LO1, LO2, LO3	

15.	Evaluating Marketing Effectiveness Mix	<p>Analyze the effectiveness of marketing strategies and mix components through real-world cases.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Lecture: Metrics and tools for evaluating marketing success. • Case Analysis: Compare Apple vs. Samsung's marketing campaigns—what worked and what didn't. • Presentations: Groups present their analysis and justify recommendations for improvement. 	LO1, LO2, LO3	
16.	Midterm	<ul style="list-style-type: none"> • Midterm assessment covering all learning outcomes (theory and practical elements) 		
17.	Feedback Reflection &	<ul style="list-style-type: none"> • Review of key concepts covered • Reflective discussion on personal growth in communication skills • Course evaluations 		
18.	Intro to Digital Marketing	<p>Explore the fundamentals of digital marketing including SEO, PPC, email marketing, and social media.</p> <p>Activities:</p>	LO4, LO5	

		<ul style="list-style-type: none"> • Lecture: Overview of digital marketing channels and strategies. • Tools Demonstration: Google Trends and Mailchimp for market insights and email campaigns. • Group Activity: Compare the strengths and uses of various digital platforms. 		
19.	Social Media & Content Strategy	<ul style="list-style-type: none"> • Understand how to align content strategy with platform objectives and audience engagement. Activities: • Lecture: Matching social media platforms to marketing goals. • Workshop Activity: Design a week-long Instagram content calendar for a brand. • Case Study: Analyze how small businesses successfully use social media for growth 	LO4, LO5	
20.	Creating Digital Campaigns	<ul style="list-style-type: none"> • Learn to develop digital campaign objectives, creative strategies, and performance metrics. Activities: • Lecture: Setting SMART objectives, selecting creatives, defining KPIs. • Workshop: In groups, create a full digital campaign for a youth-oriented brand. • Peer Feedback: Groups present campaigns and give structured feedback to one another. 	LO4, LO5	

21.	Analytics & Digital Performance	<p>Evaluate digital marketing performance using tools like Google Analytics and interpret key metrics.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Lecture: Introduction to digital metrics: CTR, bounce rate, conversion rate, ROI. • Hands-On Activity: Walk through a sample analytics dashboard and interpret data. • Task: Assess effectiveness of a mock campaign and suggest improvements. 	LO4, LO5	
22.	Review Class/Presentation of cases			
23.	Strategic Planning for Marketing	<ul style="list-style-type: none"> • Learning Outcome: Understand the key elements of a marketing plan and apply market segmentation principles to real-world scenarios. • Activities: <ul style="list-style-type: none"> • Lecture: Overview of marketing plan components, including objectives, strategies, and tactics. • Case Study: Analyze McDonald's market segmentation strategies and their impact on global marketing efforts. 	LO4, LO5	

		<ul style="list-style-type: none"> • Group Activity: Develop initial marketing ideas and conduct a market analysis for a selected product or service. 		
24.	Developing Integrated Strategies	<ul style="list-style-type: none"> • Learning Outcome: <ul style="list-style-type: none"> • Learn to align marketing goals with segmentation strategies and design comprehensive full-funnel marketing approaches. • Activities: <ul style="list-style-type: none"> • Lecture: Integrating marketing goals with segmentation, targeting, and positioning (STP) and the 4Ps (Product, Price, Place, Promotion). • Workshop: Design a full-funnel marketing strategy, addressing each stage from awareness to conversion. • Discussion: Explore how STP and the 4Ps interconnect within integrated marketing strategies. 	LO4, LO5	
25.	Preparing the Marketing Plan	<p>Learning Outcome:</p> <ul style="list-style-type: none"> • Combine research findings and strategic insights to draft a cohesive marketing plan. <p>Activities:</p> <ul style="list-style-type: none"> • Lecture: Steps to synthesize market research and strategic objectives into a draft marketing plan. • Group Work: Collaboratively refine marketing objectives and outline the structure of the marketing plan. 	LO4, LO5	

26.	Review	<ul style="list-style-type: none"> Learning Outcome: <ul style="list-style-type: none"> Demonstrate understanding of marketing concepts and practical application through assessment. Activities: <ul style="list-style-type: none"> Assessment: Comprehensive evaluation covering theoretical knowledge and practical skills acquired in previous modules. 	LO4, LO5	
27.	Presenting & Justifying Marketing Plans	<ul style="list-style-type: none"> Learning Outcome: <ul style="list-style-type: none"> Develop effective communication skills to present and defend marketing plans professionally. Activities: <ul style="list-style-type: none"> Lecture: Techniques for persuasive communication and professional report writing. Presentation: Teams pitch their complete marketing plans to peers and instructors. Feedback Session: Engage in structured peer and instructor feedback to refine presentation skills. 	LO4, LO5	
28.	Course Reflection & Integration	<ul style="list-style-type: none"> Learning Outcome: <ul style="list-style-type: none"> Reflect on the learning journey, integrating knowledge and skills gained throughout the course. 	LO4, LO5	

		<ul style="list-style-type: none"> ● Activities: <ul style="list-style-type: none"> ● Recap Session: Review all learning outcomes with practical examples to reinforce understanding. ● Group Discussion: Share insights on skills developed and their applicability in real-world marketing scenarios. ● Self-Evaluation: Complete a self-assessment exercise and provide feedback on the course experience. 		
29.	Final Exam Preparation		LO1, LO2, LO3, LO4, LO5	
30.	Final Exam			