



TRUST ACADEMY

Training...for Excellence!!!

Scheme of Work

Programme/Qualification Title:	Module/Unit Title/Ref No:
Certificate in Professional Digital Marketing	Applied marketing

Tutor:	No of weeks/sessions or Start/end dates:	Hours per week/per session:	Total GLH:
Jeremiah Mapfumo	30 weeks	6 hours plus unlimited online and Social Media interaction	150 plus

Module/Unit Aims:

- The focus is on making students understand the marketing and how it is applied in the real business world. This is done through the use of examples and case studies which will then open students to the real world business environment. A module that is designed to equip marketers with the basic knowledge on marketing concepts, frameworks, process and models

Module/Unit Learning Outcomes:

- Understanding what is marketing
- Understanding how the subject was developed, the philosophies /concepts
- Knowing how to apply the concepts , principles and frameworks in the a real business situation

Date/ Week/ Session No:	No. of GLH	Topic/Content	Learning Outcome(s)	Method(s) of delivery	Resources	Assessment, i.e. means of evaluating achievement of Learning Outcomes
1 to 7	45	Unit 1 Fundamentals of Marketing 1 Marketing and the Organization 2 The Marketing Environment 3 Consumer Behaviour 4 Organizational Buying 5 Marketing Ethics and Corporate Social Responsibility 6 Marketing Research and Business Intelligence 7 Market Segmentation and Positioning •	<ul style="list-style-type: none"> Understanding the dynamics of marketing landscape Consumer behaviour Segmentation and positioning Marketing intelligence 	Lecturing and videos , to make this more tangible	Jobber and Chadwick, Marketing principles and practice 8 th edition , and Bythe Essentials of marketing,	On-going basis using questions and presentations
	2	In class test				In test using the CIM past examinations papers , as a way of preparing students
8 to 17	60	Unit 2 Creating Customer Value 8 Value Through Brands 9 Value Through Services 10 Value Through Relationships 11 Value Through Innovation	<ul style="list-style-type: none"> Understand how companies create value Understand how communicating and delivering customer 	Lecturing	Textbook and lectures selected case studies	On-going basis using questions (assignment) and presentations

		<p>12 Value Through Pricing</p> <p>Communicating and Delivering Customer Value</p> <p>13 Integrated Marketing Communications</p> <p>14 Marketing Communications</p> <p>15 Direct Marketing Communications</p> <p>16 Digital Marketing and Social Media</p> <p>17 Distribution</p>				
	2	Class Test				In test using the CIM past examinations papers , as a way of preparing students
18 to 22	45	<p>Unit 3</p> <p>Marketing Planning and Strategy</p> <p>18 Marketing Planning: An Overview of Strategic Analysis and Decision-making</p> <p>19 Analysing Competitors and Creating a Competitive Advantage</p> <p>20 Product Strategy: Product Lifecycle, Portfolio Planning and Product Growth Strategies</p> <p>21 Global Marketing Strategy</p> <p>22 Managing Marketing Implementation, Organization and Control</p>	<ul style="list-style-type: none"> • Understanding most planning models, developing marketing plans, implementation, monitoring and evaluation • How a company can gain a competitive advantage 	Lecturing	Textbooks and lecture selected case studies	On-going basis using questions (assignment) and presentations

	2	In class for Chapter 3				In test using the CIM past examinations papers , as a way of preparing students
	6	Revisions				Going through the whole syllabus

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