



TRUST ACADEMY

Training...for Excellence!!!

Scheme of Work

Programme/Qualification Title:	Module/Unit Title/Ref No:
Diploma in professional marketing	Marketing and digital strategy

Tutor:	No of weeks/sessions or Start/end dates:	Hours per week/per session:	Total GLH:
Collen Samata	22 weeks	6 hrs	150

Module/Unit Aims:
<ul style="list-style-type: none"> To assist marketers in developing sustainable marketing strategies , that will gave the organisation a competitive advantage

Module/Unit Learning Outcomes:
<ul style="list-style-type: none"> This module will enable you to take both a traditional and digital strategic approach to marketing planning, integrating digital strategy, models, frameworks and techniques throughout to achieve competitive advantage

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 6	45		<ul style="list-style-type: none"> ✓ How to conduct situation analysis ✓ Developing SWOT 	Lecturing	Digital marketing by Chaffey	On-going basis using questions (assignment) and

		<p>Unit 1: Situation Analysis</p> <p>Understand how to analyse an organisation's current and future internal and external environments (15%)</p> <p>Interpret relevant information and insights to recommend and inform strategic decision making (15%)</p>	<ul style="list-style-type: none"> ✓ Coming up with TOWS ✓ How to use information to gain an advantage 		<p>and Chadwick</p> <p>Marketing strategy and positioning by Nicoloud and others</p>	<p>presentations</p>
		Task 1				Working on completing task 1
7 to 16	60	<p>Unit 2: Planning</p> <p>Develop marketing objectives and strategy to deliver organisational objectives (20%)</p> <p>Develop a strategic marketing plan and a supporting marketing mix to deliver marketing objectives (20%)</p>	<ul style="list-style-type: none"> • Developing SMART objective • Segmentation and targeting • Development of the 7 Ps or 4Ps 	Lecturing	Module	On-going basis using questions (assignment) and presentations
		Task 2				Completion of task 2
17 to 22		Unit 3: Implementation	<ul style="list-style-type: none"> • McKinsey 7Ss 	Lecturing	Module	On-going basis using

		<p>and Control</p> <p>Define the resources required to deliver the strategic marketing plan (15%)</p> <p>Apply the results of monitoring and measurements, and adapt the marketing plan for continuous improvement (15%)</p>	<ul style="list-style-type: none"> • Implementation plan • Marketing budget • Monitoring and measuring performance 			<p>questions (assignment) and presentations</p>
		<p>Completion of task 3</p>				<p>Assignment submission</p>

SCHEME OF WORK