
Prescription: 648 Marketing Planning and Control

Elective prescription

Level	6
Credit	20
Version	3
Aim	Students will produce an operational marketing plan for a market, business or product.
Prerequisites	nil
Recommended prior knowledge	541 Fundamentals of Marketing or equivalent knowledge and skills.

Assessment weightings

Learning outcomes	Assessment weighting %
1. Students will complete a situation analysis.	30
2. Students will develop marketing objectives, strategies and tactics.	35
3. Students will produce a marketing action plan.	25
4. Students will design a monitoring and control system for their marketing plan.	10
Total	100

All learning outcomes must be evidenced; a 10% aggregate variance is allowed.

Assessment notes

1. Assessment materials should reflect relevant code(s) of practice, legislation, standards, regulations and acknowledged good industry/business practices.
2. Learners are not expected to carry out in depth market research, but their analysis should be based on actual data.

Learning outcome One

Students will complete a situation analysis.

Key elements:

- a) Internal environment.
- b) External environment.
- c) Competitor analysis.
- d) Segment profiles.

Learning outcome Two

Students will develop marketing objectives, strategies and tactics.

Key elements:

- a) Specification of target market(s)
- b) Measurable objectives.
- c) Strategies.
- d) Tactics:
 - marketing mix.

Learning outcome Three

Students will produce a marketing action plan.

Key elements:

- a) Activities.
- b) Responsibilities/accountabilities.
- c) Interdepartmental support.
- d) Timelines.
- e) Indicative budget.
- f) Barriers to implementation.

Learning outcome Four

Students will design a monitoring and control system for their marketing plan.

Key elements:

- a) Key performance indicators.
- b) Contingency planning.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Introduced	1	2006	31 December 2013
Review	2	October 2011	31 December 2016
Revision	3	June 2015	31 December 2020