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**Prescription: 648 Marketing Planning and Control**


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**Elective prescription**

<b>Level</b>	6
<b>Credit</b>	20
<b>Version</b>	3
<b>Aim</b>	Students will produce an operational marketing plan for a market, business or product.
<b>Prerequisites</b>	nil
<b>Recommended prior knowledge</b>	541 Fundamentals of Marketing <b>or</b> 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
<b>Total</b>	<b>100</b>

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**Status information and last date for assessment for superseded versions**

<b>Process</b>	<b>Version</b>	<b>Date</b>	<b>Last Date for Assessment</b>
Introduced	1	2006	31 December 2013
Review	2	October 2011	31 December 2016
Revision	3	June 2015	N/A