### **Scheme of Work**

**COURSE:** ABE Level 6 Strategic Marketing

| **Element, LO and AC** | **Session title** | **Topics covered** | **Approx.**  **duration** | **Session Plan** | **Resource** | **Formative Activity** |
| --- | --- | --- | --- | --- | --- | --- |
| Element 1  LO1  1.1 | **Strategy, management and stakeholders** | - Introduction to strategy and marketing - The management process - Identifying and mapping stakeholders | 5 hours | SESSION PLAN Element 1 LO1 Session 1 | **6USM Tutor Presentation E1.pptx** | **6USM E1 LO1 Activity 1 – Understanding management**  **6USM E1 LO1 Activity 2 – Stakeholder mapping** |
| Element 1  LO1  1.2 | **Appraising the 3Cs of marketing strategy** | - Defining and identifying market-driven strategies - Company and internal analysis - Appealing to different customer types - Competitiveness and competitors | 7 hours | SESSION PLAN Element 1 LO1 Session 2 | **6USM Tutor Presentation E1.pptx** | **6USM E1 LO1 Activity 3 – Understanding market strategies**  **6USM E1 LO1 Activity 4 – The 5Ms**  **6USM E1 LO1 Activity 5 – Appealing to different types of customers**  **6USM E1 LO1 Activity 6 – Understanding purchase decisions**  **6USM E1 LO1 Activity 7 – Evaluating approaches to competitiveness** |
| Element 2  LO2  2.1 | **Marketing vision, objectives and strategy** | - Defining organisation mission, vision, objectives - Understanding corporate objectives - Understanding marketing objectives | 4.5 hours | SESSION PLAN Element 2 LO2 Session 1 | **6USM Tutor Presentation E2.pptx** | **6USM E2 LO2 Activity 1 – Mission statements**  **6USM E2 LO2 Activity 2 – Evaluating growth options** |
| Element 2  LO2  2.1 | **Competitor analysis, the macro-environment and global marketing** | - Competitor analysis - The Macro Environment - Approaches to global marketing | 4.5 hours | SESSION PLAN Element 2 LO2 Session 2 | **6USM Tutor Presentation E2.pptx** | **6USM E2 LO2 Activity 3 – Competitor analysis**  **6USM E2 LO2 Activity 4 – PESTLE analysis**  **6USM E2 LO2 Activity 5 – Global brand strategy** |
| Element 2  LO2  2.2 | **Approaches to strategy and competitive advantage** | - Approaches to strategy - Competitive advantage | 4.5 hours | SESSION PLAN Element 2 LO2 Session 3 | **6USM Tutor Presentation E2.pptx** | **6USM E2 LO2 Activity 6 – Approaches to strategy**  **6USM E2 LO2 Activity 7– SERVQUAL** |
| Element 2  LO2  2.2 | **Segmentation and positioning** | - Understanding and evaluating segmentation  - Strategic positioning and branding | 4.5 hours | SESSION PLAN Element 2 LO2 Session 4 | **6USM Tutor Presentation E2.pptx** | **6USM E2 LO2 Activity 8 – Branding and positioning** |
| Element 3  LO3  3.1 | **Control and approaches to performance assessment** | - Defining control and concepts of control - Marketing information systems - Using performance assessments to identify gaps and opportunities | 4.5 hours | SESSION PLAN Element 3 LO3 Session 1 | **6USM Tutor Presentation E3.pptx** | **6USM E3 LO3 Activity 1 – Models of control**  **6USM E3 LO3 Activity 2 – Auditing** |
| Element 3  LO3  3.2 | **Evaluation of implementation processes** | - Different implementation processes - Evaluating implementation, discovering weak implementation and improving implementation - Internal issues | 4.5 hours | SESSION PLAN Element 3 LO3 Session 2 | **6USM Tutor Presentation E3.pptx** | **6USM E3 LO3 Activity 3– Implementation challenges**  **6USM E3 LO3 Activity 4 – Internal marketing** |
| Element 4  LO4  4.1 | **The use of organisational resources** | - Allocating organisational resources - Building a competitive advantage - Competitive strategies | 6 hours | SESSION PLAN Element 4 LO4 Session 1 | **6USM Tutor Presentation E4.pptx** | **6USM E4 LO4 Activity 1 – Competitive advantage**  **6USM E4 LO4 Activity 2 – Competitive strategies** |
| Element 4  LO4  4.2 | **Critically analysing implementation approaches** | * The 4P * The 7Ps | 3 hours | SESSION PLAN Element 4 LO4 Session 2 | **6USM Tutor Presentation E4.pptx** | **6USM E4 LO4 Activity 3 – Designing a marketing mix**  **6USM E4 LO4 Activity 4 – The marketing mix for services** |
| Element 5  LO5  5.1 | **Marketing metrics and performance gaps** | - Marketing metrics and measurement - Goal setting and KPIs - Identifying and resolving performance gaps | 4 hours | SESSION PLAN Element 5 LO5 Session 1 | **6USM Tutor Presentation E5.pptx** | **6USM E5 LO5 Activity 1 – Metrics and measurement**  **6USM E5 LO5 Activity 2 – Marketing audits** |
| Element 5  LO5  5.2 | **Trends in technology** | - Getting to know tech trends - Keeping up with tech trends - Importance of tech trends | 4 hours | SESSION PLAN Element 5 LO5 Session 2 | **6USM Tutor Presentation E5.pptx** | **6USM E5 LO5 Activity 3 – Technology trends** |
| Element 5  LO5  5.2 | **Changes, challenges and trends** | - Marketing strategy and new social ventures (CSR) - Changes in the business environment - Organisational challenges and changes - Customised positioning | 4 hours | SESSION PLAN Element 5 LO5 Session 3 | **6USM Tutor Presentation E5.pptx** | **6USM E5 LO5 Activity 4 – Evaluating CSR as part of strategic marketing**  **6USM E5 LO5 Activity 5 – Changes in the business environment**  **6USM E5 LO5 Activity 6 – Personalised marketing** |