

Unit Title:	Manage strategic marketing activities
OCR unit number:	18
Level:	5
Credit value:	7
Guided learning hours:	28
Unit reference number:	L/506/2293

Unit aim and purpose

This unit aims to develop the knowledge and skills required to manage strategic marketing activities. Upon completion of this unit, learners will have developed an understanding of the strategic management of marketing activities. Learners will be able to evaluate a market, develop a marketing communications strategy and plan and manage strategic marketing activities.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand the strategic management of marketing activities	The Learner can: 1.1 Analyse concepts underpinning strategic marketing in business practice 1.2 Assess the scope of strategic marketing activities and how they affect a business 1.3 Evaluate the relationship between the marketing and other business functions 1.4 Analyse the planning principles involved in developing a marketing strategy 1.5 Analyse a range of tools to evaluate a strategic marketing plan 1.6 Explain the advantages and limitations of a range of marketing strategies	
2 Be able to evaluate a market	2.1 Evaluate existing and potential markets against agreed strategic criteria 2.2 Identify features of actual and potential offerings through an evaluation of competitors' products and/or services	
3 Be able to develop a marketing communications strategy and plan	3.1 Evaluate a range of marketing communications frameworks	

Learning Outcomes	Assessment Criteria	Additional Guidance
	3.2 Define marketing messages that are consistent with strategic objectives, organisational culture and values 3.3 Specify communications media that are likely to reach the identified target customers 3.4 Integrate marketing communications within operational processes	
4 Be able to manage strategic marketing activities	4.1 Set pricing strategies that are consistent with organisational strategy, objectives and values and which optimise the potential for sales 4.2 Manage the implementation of marketing strategies, plans and activities in accordance with organisational policies, values and priorities 4.3 Monitor the performance of products and/or services and subcontractors against agreed success criteria 4.4 Adapt marketing strategies, plans and activities in the light of feedback and/or changing circumstances	

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Occupational standards	Unit number	Title
Management & Leadership (2012) National Occupational Standards:	CFAM&LFB1	<ul style="list-style-type: none"> • Develop understanding of your markets and customers
	CFAM&LFB2	<ul style="list-style-type: none"> • Develop marketing plans
	CFAM&LFB3	<ul style="list-style-type: none"> • Implement marketing plans
	CFAM&LFB5	<ul style="list-style-type: none"> • Manage the marketing of products and services

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk .