



# QUALIFI

SUCCESS THROUGH LEARNING  
RECOGNISED WORLDWIDE

## QUALIFI ASSESSMENT DOCUMENT

Qualification	Qualifi Level 7 Diploma in Strategic Management & Leadership
Qualification No (RQF)	601/5335/0
Unit Name	Strategic Marketing
Unit Reference	708
No of Credits	15 Credits

## Introduction

Prior to attempting this coursework assignment, Learners must familiarise themselves with the following policies:

- Centre Specification
  - Can be found at <https://qualifi.net/qualifi-level-7-diploma-in-strategic-management-and-leadership/>
- Qualifi Quality Assurance Standards
- Qualifi Quality Policy Statement

## Plagiarism and Collusion

In submitting the assignment Learner's must complete a statement of authenticity confirming that the work submitted for all tasks is their own. The statement should also include the word count.

Your accredited study centre will direct you to the appropriate software that checks the level of similarity. Qualifi recommends the use of <https://www.turnitin.com> as a part of the assessment.

Plagiarism and collusion are treated very seriously. Plagiarism involves presenting work, excerpts, ideas or passages of another author without appropriate referencing and attribution.

Collusion occurs when two or more learners submit work which is so alike in ideas, content, wording and/or structure that the similarity goes beyond what might have been mere coincidence

Please familiarise yourself on Qualifi's Malpractice and Maladministration policy, where you can find further information

## **Referencing**

A professional approach to work is expected from all learners. Learners must therefore identify and acknowledge ALL sources/methodologies/applications used.

The learner must use an appropriate referencing system to achieve this. Marks are not awarded for the use of English; however, the learner must express ideas clearly and ensure that appropriate terminology is used to convey accuracy in meaning.

Qualifi recommends using Harvard Style of Referencing throughout your work.

## **Appendices**

You may include appendices to support your work, however appendices must only contain additional supporting information, and must be clearly referenced in your assignment.

You may also include tables, graphs, diagrams, Gantt chart and flowcharts that support the main report should be incorporated into the back of the assignment report that is submitted.

Any published secondary information such as annual reports and company literature, should be referenced in the main text of the assignment, in accordance of Harvard Style Referencing, and referenced at the end of the assignment.

## **Confidentiality**

Where a Learner is using organisational information that deals with sensitive material or issues, they must seek the advice and permission from that organisation about its inclusion.

Where confidentiality is an issue, Learners are advised to anonymise their assignment report so that it cannot be attributed to that particular organisation.

## **Word Count Policy**

Learners must comply with the required word count, within a margin of +10%. These rules exclude the index, headings, tables, images, footnotes, appendices and information contained within references and bibliographies.

When an assessment task requires learners to produce presentation slides with supporting notes, the word count applies to the supporting notes only.

## **Submission of Assignments**

All work to be submitted on the due date as per Centre's advice.

All work must be submitted in a single electronic document (.doc file), or via Turnitin, where applicable.

This should go to the tutor and Centre Manager/Programme Director, plus one hard copy posted to the Centre Manager (if required)

## **Marking and grades**

Qualifi uses a standard marking rubric for all assignments, and you can find the details at the end of this document.

Unless stated elsewhere, Learners must answer all questions in this document.

## **Assignment Question**

### **Scenario**

Learners may use their own employment context, or that of another organisation with which they are very familiar, to base their assignment. However, in the case that they are not able to do so, please use the below scenario:

You are a senior manager, leading the marketing department of an organisation. Your team is responsible for identifying and delivering a marketing plan that supports organisational objectives.

## **Task 1 – 500 words**

**1.1:** Critically evaluate a range of marketing tools, techniques and principles' can be deployed to support general organisational strategy, exploration of marketing orientation will be of value here. Summative explore how these techniques impact on marketing planning. Organisational are increasing deploying marketing concepts in many functional areas, in a seamless fashion, to the benefit of the organisation.

**1.2:** Determine how key marketing methodologies and approaches contribute towards marketing planning within diverse organisations. This task would blend well with 1.1.

**1.3:** Detail the component part of the plan, considering your organisational context is complex; ensure that these component parts have sufficiency, to address complexity. Perform a risk assessment, or other methodology of your choice. Put in place a contingency plan to address identified risk, include within this an action statement. A project approach may be considered as a means of implementation of your identified actions and contingencies.

## **Assessment Criteria**

**1.1:** Critically evaluate how marketing techniques and tools can support the strategy of an organisation and how this impacts on the marketing plan.

**1.2:** Determine marketing methodologies and approaches that contribute to a marketing plan within complex organisations.

**1.3:** Address risk associated with the marketing plan.

## **Task 2 – 500 words**

**2.1:** Review your work and research in 1.3, further critically analysing the sectional component parts of the marketing plan, evaluate the critical sections of the plan, those that may make the greater contributions to the whole, towards meeting the established strategic marketing objectives.

**2.2:** Review the high-risk sections of the marketing plan and evolve and justify appropriate strategies and tactics to reduce, keep in check or design out altogether, as appropriate to your scenario. Quantitative risk assessment techniques, that can be justified and interrogated is strongly advised here.

**2.3:** Develop a marketing plan. Review your assignment research and output thus far, for areas of the marketing plan that have already been covered, avoiding duplication, and supporting a reduction in the burden of assessment.

## **Assessment Criteria**

**2.1:** Critically analyse the components of a marketing plan and the levels of importance of each component to the achievement of strategic objectives.

**2.2:** Address mitigation strategies for high risk components of the plan.

**2.3:** Develop a marketing plan that will achieve strategic objectives for a complex organisation.

### **Task 3 – 500 words**

**3.1:** You are asked to construct a marketing plan for a specific area within your responsibility. Identify measures for evaluating the success of the plan. Explain the process that is required in order to secure approval within your organisation.

**3.2:** Develop an approach or approaches to gain commitment and buy in into your plan. It is likely that you will have many factors effecting engagement, loyalty; the social ethics of your plan would also be valid here. It should be remembered that it is very important to retain commitments for the duration of the plan, further, that stakeholders' positions are likely to shift during the duration of the planned life. Future learning from your plan is also a valid aspect of inclusion into your planning reviews.

**3.3:** Marketing planning has essentially built in plan monitoring and controls, conduct research into the concepts of monitoring and control, within a marketing context. Select and apply such techniques that fit your organisational culture, size and scope of the planned activities and level of operation.

### **Assessment Criteria**

**3.1:** Discuss how the plan supports strategic objectives.

**3.2:** Develop an approach to gain agreement for the marketing plan that will change organisation actions and methods to achieve strategic objectives.

**3.3:** Critically evaluate and provides review measures for the agreed plan.



	<b>Distinguished</b>	<b>Excellent</b>	<b>Good</b>	<b>Proficient</b>	<b>Basic</b>	<b>Marginal</b>	<b>Unacceptable</b>
<b>Criteria</b>	80+	70	60	50	40	30	0
<b>Content (alignment with assessment criteria)</b>	Extensive evaluation and synthesis of ideas; includes substantial original thinking	Comprehensive critical evaluation and synthesis of ideas; includes coherent original thinking	Adequate evaluation and synthesis of key ideas beyond basic descriptions; includes original thinking	Describes main ideas with evidence of evaluation; includes some original thinking	Describes some of the main ideas but omits some concepts; limited evidence of evaluation; confused original thinking	Largely incomplete description of main issues; misses key concepts; no original thinking	Inadequate information or containing information not relevant to the topic
<b>Application of Theory and Literature</b>	In-depth, detailed and relevant application of theory; expertly integrates literature to support ideas and concept	Clear and relevant application of theory; fully integrates literature to support ideas and concepts	Appropriate application of theory; integrates literature to support ideas and concepts	Adequate application of theory; uses literature to support ideas and concepts	Limited application of theory; refers to literature but may not use it consistently	Confused application of theory; does not use literature for support	Little or no evidence of application of theory and relevant literature
<b>Knowledge and Understanding</b>	Extensive depth of understanding and exploration beyond key principles and concepts	Comprehensive knowledge and depth of understanding key principles and concepts	Sound understanding of principles and concepts	Basic Knowledge and understanding of key concepts and principles	Limited and superficial knowledge and understanding of key concepts and principles	Confused or inadequate knowledge and understanding of key concepts and principles	Little or no evidence of knowledge or understanding of key concepts and principles
<b>Presentation and Writing Skills</b>	Logical, coherent and polished presentation exceeding expectations at this level; free from errors in mechanics and syntax	Logical, coherent presentation demonstrating mastery; free from errors in mechanics and syntax	Logical structure to presentation; makes few errors in mechanics and syntax which do not prohibit meaning	Orderly presentation; minor errors in mechanics and syntax	Somewhat weak presentation; errors in mechanics and syntax may interfere with meaning	Confused presentation; errors in mechanics and syntax often interfere with meaning	Illogical presentation lacking cohesion; contains significant errors that interfere with meaning
<b>Referencing</b>	Advanced use of in-text citation and references	Mastery of in-text citation and referencing	Appropriate use of in-text citation and referencing	Adequate use of in-text citation and referencing	Limited use of in-text citation and referencing	Inadequate use of citation and referencing	Little or no evidence of appropriate referencing or use of sources

**Instructor's Comments**

## Directions:

1. For each of the criteria listed in the first column, circle one box in the corresponding column to the right which best reflects the student's work on this particular assessment activity (e.g., project, presentation, essay).
2. Provide specific feedback to a student about each of the criteria scores he/she earned by writing comments and suggestions for improvement in the last row titled "Instructor's comments."
3. To arrive at a mark, total the boxes and divide by 5 to arrive at final mark.

Example:

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Range	80-100	70-79	60-69	50-59	40-49	35-39	0-34

Criteria	Score
Content	50
Application of Theory and Literature	40
Knowledge and Understanding	50
Presentation/Writing Skills	40
Referencing	40
<b>Total Score</b>	<b>220/5 = 44, Basic</b>



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