

ILM LEVEL 4 CERTIFICATE IN LEADERSHIP AND MANAGEMENT



Marketing Management

PROGRAM OVERVIEW

Comprising 3 courses and 75+ hours of online learning, the ILM LEVEL 4 CERTIFICATE IN LEADERSHIP AND MANAGEMENT (MARKETING MANAGEMENT) will provide you with the skills to develop and deploy marketing strategy and campaigns in your organization.

You will learn to apply best analyze your business environment to confirm the best positioning and competitive strategies. You will then develop a marketing strategy and plan for your business. Finally, you will learn how to develop and manage a marketing campaign.



LEARNING FORMAT

The program is delivered through:

- **Online Learning** through the Global E-Learning Portal (participants have access to the portal for **12 months** from the date of registration).
- **Assessment** Candidates are required to complete written assignments of approximately 2000 words for each course. The pass mark for each assignment is 50%. Comprehensive assessment guides are provided for each course, and your Global tutor provides continuous guidance and feedback on your assignment drafts to help you meet the pass criteria.
- Each course takes between 10 - 20 hours to complete
- **Tutor Support** is available through email, web conferencing and phone, throughout your program.
- All learners have automatic **membership of the ILM** for 12 months from the date of enrollment.

ILM QUALIFICATION

On successful completion of the program, participants receive the LEVEL 5 CERTIFICATE IN LEADERSHIP AND MANAGEMENT from the City and Guilds ILM (OFQUAL accredited).



PROGRAM CONTENT

This program contains the following courses:

PROGRAM CONTENT	
Course 1	MARKET ASSESSMENT Unit 1: Getting Started Unit 2: Understanding the Business Environment Unit 3: Understanding the Political Context Unit 4: Understanding the Economic Context Unit 5: Understanding the Social Context Unit 6: Understanding the Technological Context Unit 7: Understanding the Legal Context Unit 8: Understanding the Environmental Context Unit 9: Competitive Forces Analysis Unit 10: Competitor Analysis Unit 11: SWOT Analysis Unit 12: Quantitative Analysis Unit 13: Knowing your Customers Unit 14: Customer Segmentation Unit 15: Customer Profitability Analysis Unit 16: Pulling it all Together Unit 17: Wrapping-up
Course 2	DEVELOPING MARKETING STRATEGY Unit 1: Getting Started Unit 2: Understanding Marketing Unit 3: Know your Business Unit 4: Know your Customers Unit 5: Customer Segmentation Unit 6: Know your Competition Unit 7: Marketing Strategy and your Business Unit 8: The Marketing Mix Unit 9: Product Positioning and Pricing Unit 10: Place Strategy Unit 11: Promoting your Business Unit 12: Wrapping up
Course 3	MANAGING MARKETING ACTIVITIES Unit 1: Getting Started Unit 2: Understanding Promoting the Business Unit 3: Advertising Unit 4: Internet Marketing Unit 5: Branding Unit 6: Developing Promotional Materials Unit 7: Developing Newsletters Unit 8: Direct mailing Unit 9: Email Marketing Unit 10: Planning the Promotional Campaign Unit 12: Evaluating Campaign Outcomes Unit 12: Wrapping-up