

OTHM Level 7 Diploma in Strategic Marketing

Qualification Number: 603/5946/8

Overview

The objective of the OTHM Level 7 Diploma in Strategic Marketing qualification is to provide learners with the skills and understanding in marketing & branding that align with good strategic decision-making to maintain organisations' competitive advantage. Learners acquire knowledge through an integrated approach of theory in marketing, branding consumer behaviour and digital communication management and practice using real-time activities. Successful completion of this qualification will develop learners' strategic marketing management, consumer behaviour and branding skills and their ability to focus on the requirements of implementing an organisation's strategy. The OTHM Level 7 Diploma in Strategic Marketing qualification enables learners to progress into or within employment and/or to work toward a relevant Master's programme with advanced standing.

Modules

- Contemporary Issues and Principles of Marketing (20 credits)
- Consumer Behaviour and Market Communications (20 credits)
- Digital and Social Media Marketing (20 credits)
- Contemporary Challenges and Strategic Marketing (20 credits)
- Strategic Brand Management (20 credits)
- Marketing Research Project (20 credits)

Entry Requirements

For entry onto the OTHM Level 7 Diploma in Strategic Marketing qualification, learners must possess:

- An honours degree in related subject or UK level 6 diploma or an equivalent overseas qualification
- Mature learners with management experience
- Learners must be 21 years old or older at the beginning of the course
- UK Versity will assess the level of English language proficiency if it is not your native language

Assessment and Verification

All units within this qualification are internally assessed by the centre and externally verified by awarding organisation. There are no examinations in this course.

Course Material

Course materials, including presentations, handouts, assignment briefs and e-books are made available to enrolled learners. In addition to this, the learners will also receive the course handbook and tutorials via emails, in order to support the learning.

Online Learning

The learner sets their own pace for their learning and the courses are offered on an academic – year basis. Although our tutors encourage the learners to make progress monthly, this approach is flexible.

Progressions

Successful completion of the OTHM Level 7 Diploma in Strategic marketing qualification enables learners to progress into or within employment and/or continue their study towards a relevant MSc In Strategic Marketing with a UK University

Certification

The OTHM Qualification – Awarding Organisation, issues the Diploma. Courses 4 U Limited (9073) is an accredited and approved delivery Centre for qualifications.

Fees: Rs 150,000

Student Visitor Visa fees – Rs 275,000 for 6 months

The fee includes registration, assessment, teaching and certification. There is no other hidden cost.

Fast Facts

Awarding Body: OTHM Qualification

Course Duration: 6 – 9 months

Method of study: Full Time / Distance Learning/ Blended Learning

Qualification Level: 7

Disclaimer

We do everything we can to ensure that information on our website is correct, however, details may change and we cannot accept responsibility for errors or omissions. For more detailed information about the course visit OTHM official website on <https://othm.org.uk/othm-level-7-diploma-in-strategic-marketing-care-managmenet.html>

