



## OTHM Level 7 Diploma in Strategic Marketing

Qualification Number: 603/5946/8

### Course 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.

### Mandatory Units

- 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

- Relevant NQF/QCF/RQF Level 6 diploma or equivalent overseas qualification
- Bachelor's degree or an equivalent professional qualification from a recognised institution.
- IELTS 5.5 or equivalent qualification is preferred but not essential.
- Mature learners (over 21) with management experience
- English requirements: If a learner is not from a majority English-speaking country must provide evidence of English language competency





### Assessment and Verification

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

### Course Material

Course material, including presentations; handouts, assignment briefs and e-books are made available to enrolled learners. In addition to this, the learners also get the course handbook and tutorial via emails to support the learning.

### Online learning

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

### Progressions

Successful completion of the OTHM Level 7 Diploma in Risk Management qualification enables learners to progress into or within employment and/or continue their study towards a relevant MSc In Strategic Marketing awarded by University of Chichester

### Certification

The Diploma is issued by the OTHM - Awarding Organisation.

UK Versity (DC1506132) is an accredited and approved delivery Centre for Qualification qualifications.

### Fees – £1500 + VAT for online learning

Student Visitor Visa fees - £2750 for 6 months

\* The fees include registration, assessment, teaching, and certification. There are no other hidden costs.

### Key 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 - <https://www.othm.org.uk/othm-level-7-diploma-in-strategic-marketing.html>



Suite 2, universal square,  
Devonshire St N,  
Manchester, M12 6JH  
admin@ukversity.co.uk  
www.ukversity.co.uk  
+44 161 2734 745



Main Market, Mayur Vihar Phase 1,  
New Delhi -110091  
admin@courses4u.in  
www.courses4u.in  
+91 96730 82945

