

Certificate in Marketing Level 3



International
Qualifications from EDI

Syllabus

Effective from: 1 September 2007

INTRODUCTION

EDI is a leading international awarding body that was formed through the merger of the London Chamber of Commerce and Industry Examinations Board (LCCIEB) and GOAL, a leading online assessment provider. EDI now delivers LCCI International qualifications (LCCI IQ) through a network of over 5000 registered centres in more than 120 countries worldwide. Our range of business-related qualifications is trusted and valued by employers worldwide and recognised by universities and professional bodies.

Level 3 Certificate in Marketing

Aims

The aims of this syllabus are to enable candidates to develop:

- A broad strategic understanding across the full range of marketing activities, including advertising, PR, sales promotion and market research
- A sound knowledge of current trends and changes in marketing practice, brought about by technology and the Internet
- The ability to apply this understanding to real life marketing scenarios
- The ability to illustrate their understanding through the use of real experiences, or created examples, of marketing

Target Audience and Candidate Progression

The LCCI level 3 Certificate in Marketing is designed for candidates who:

- are junior managers or team leaders with some responsibility for either supervising others and/or making decisions in the implementation of marketing strategies and/or plans
- may already have some experience of working within the Marketing industry sector
- are wishing to take steps towards a recognised qualification
- are candidates of other business subjects who wish / need to gain detailed insight into the Marketing sector?

Successful candidates, who obtain a pass in the LCCI Level 3 Certificate in Marketing, will be eligible to apply to the Chartered Institute of Marketing (CIM) for entry onto the Professional Certificate in Marketing course.

Level of English Required

Candidates whose first language is not English should have a standard of business English equivalent to LCCI IQ English for Business Level 2.

Structure of the Qualification

The LCCI Level 3 certificate in Marketing syllabus consists of a range of six syllabus topics covering the relevant areas relating to what candidates should know at level 3:

- 1 Nature and Role of Marketing
- 2 Marketing research, Analysis and Decision
- 3 Marketing Implementation Strategies and Tactics
4. Services and Relationship Marketing
5. International and Global Marketing
6. Marketing, IT and the Internet

Guided Learning Hours

LCCI recommends that between 140 - 160 Guided Learning Hours (GLHs) is a suitable course duration for an 'average' candidate at this level. This figure includes direct contact hours as well as other time when candidates' work is being supervised by teachers. Ultimately, however, it is up to training centres to determine the appropriate course duration based on their candidates' ability and level of existing knowledge. LCCI experience indicates that the number of GLHs can vary significantly from one training centre to another.

ASSESSMENT

Assessment Objectives

The objectives of the examination will assess the candidate's ability to:

- Demonstrate a broad knowledge and understanding of the facts, terms, principles, and definitions and concepts of marketing
- Apply the above knowledge and understanding to real life marketing scenarios
- Illustrate their understanding with real and/or created marketing examples
- Communicate this knowledge and understanding using the correct reporting formats used in business

Coverage of Syllabus Topics in Examinations

The compulsory topic will always be set from syllabus topic 3 and 4.

There will be at least 3 full or part questions set on syllabus topic 3 in every examination paper in addition. Questions on the remaining syllabus topics will appear in examination papers at regular intervals

Examination Format

The format of the examination is as follows:

- Candidates will be assessed via a 3-hour examination paper and they should attempt 5 questions
- Question 1 will be compulsory and must be answered by all candidates
- Candidates should then attempt 4 other questions from a choice of 9
- All questions carry equal marks
- At least two question will require an answer in the form of a report

Assessment Matrix

The Assessment Objectives will carry approximate weightings as indicated in the matrix below:

Assessment Category	Assessment Weighting
Recall of Knowledge	40%
Application of Knowledge	60%

Answer Formats

Unless otherwise requested, candidates will be asked to provide answers in one or more of the following formats:

- Concise, short paragraph essay style
- Bullet points
- Report format

Appropriate marketing language should be used with relevant diagrams drawn neatly, with a ruler and correctly labelled, and be large enough to be clearly understood by the examiner

Mark Allocation

A positive marking approach is used. Marks are not deducted for spelling, grammatical errors or punctuation.

In each examination, candidates will be allocated marks as follows:

- marks are allocated in line with the instructions given with each question, in respect of relevant and specific knowledge demonstrated and providing the answer in the specified format.
- marks are not deducted for syntax errors, except where these cause a failure to communicate.

Certification

Successful candidates will be awarded the Level 3 Certificate in Marketing based on the achievement of the percentages and grades below:

Pass	50%
Credit	60%
Distinction	75%

Recommended Reading List and Support Materials

Title	Authors(s)	Publisher	ISBN Code
How to Pass Marketing Level 3 (2 nd edition)	Cartwright & Brooks	LCCI	1 86247 048 0
Marketing	Dibb, Simpkim, Pride & Ferrell	Houghton-Mifflin	0 39596 2447
Principles and Practice of Marketing	David Jobber	McGraw Hill	10 0-07 –7114159
Principles of Marketing	Brassington & Pettitt	Pitman Publishing	0 273 60513 5

Support Material

Support materials for the LCCI Level 3 Certification in Marketing include:

- Examiners' Annual Qualification Reports
- Past question papers with model answers
- Teaching Best Practice DVD

Support materials can be found on the LCCI website or by contacting LCCI Enquiries. Candidates should contact their local LCCI centre.

How to Offer this Qualification

To offer this qualification you must be an LCCI IQ registered examination centre. To gain centre approval please contact Customer Support on 08700 818008 between the hours of 0830 and 1700 (GMT) Monday to Friday or by email on centresupport@ediplc.com

Alternatively you may contact your Regional LCCI Office or Co-ordinating Authority.

Syllabus Topics and Learning Outcomes

1 The Nature of Marketing

1.1 What is Marketing

Candidates should be able to:

- a) supply appropriate definitions of marketing (CIM, AMA) (an explanation of the key words and how they are translated into marketing actions or functions)
- b) explain the main marketing concepts
- c) give examples of the exchange process
- d) differentiate between customer driven – product driven approaches
- e) describe product and sales plans (what they are, what is their purpose, who compiles them, when)

1.2 Market Awareness

- a) trace the development of marketing from self sufficiency to modern commercial activities
- b) Identify and explain ethical considerations in respect of:
 - advertising (what, to whom, when, where, how)
 - sales promotions (legal implications as well)
 - product quality/packaging/obsolescence
 - pricing
 - consumer manipulation

1.3 Profit and Non-profit Organisations

- a) identify and describe the 4 different typologies of businesses
- b) explain the operational motivations of each type of business
- c) identify and explain the role of marketing in each (applied to given examples)

1.4 Environmental Analysis

- a) demonstrate the use and importance of the analytical tools
 - STEEPLE
 - PEST
- b) supply examples of types of questions that need to be answered (stability of government, rates of inflation, levels of education, Income per capita, levels of technology etc.)
- c) explain and demonstrate the MOA (market opportunity analysis) matrix
- d) demonstrate the use and importance of a S.W.O.T. (strengths, weaknesses, opportunities and threats) analytical tool

- to explain what it is
 - explain how and when it is used
 - demonstrate how SW is internal and OT is external
 - provide a worked example of a SWOT analysis
- e) explain areas of competitor analysis
- to identify stages of competition (intra, inter, generic etc)
 - perform an actual market competitor analysis
 - describe different types of competitors (tiger, defender, unpredictable etc)

1.5 The Market Audit

- a) provide a definition and explain what is meant by a Market Audit
- b) explain the function of a marketing audit
- c) identify relevant areas to be examined
- d) relate the relevant questions to be answered (with a worked example) in a Market Audit

1.6 User Values – Discovering and Monitoring

- a) differentiate between benefits and needs
- b) provide examples of matching needs to benefits
- c) explain the concepts of value and the supply chain.

1.7 Marketing department

- a) identify and explain the structure of different types of marketing departments (with the relevant diagrams)
- b) describe the various roles, duties and responsibilities that may be found in a marketing department
- c) identify various types of agencies and consultancies that might be used by a marketing department
- d) give suitable examples of the various roles and duties carried out by agencies
- e) explain the process of briefing agencies
- f) provide worked examples of such in action

2 Marketing Research, Analysis and Decision

2.1 Market and Marketing research

Candidates should be able to:

- a) provide a suitable definitions and explanation of Marketing Research
- b) give relevant reasons for carrying out research
- c) explain different types of research (competitor, sales, promotional etc)
- d) describe the proposal and research plan
- e) identify and explain different examples of methods used for collecting data
- f) differentiate and explain different types of data (with examples)
 - primary research
 - secondary research
 - quantitative research
 - qualitative research
- g) identify some of the advantages and disadvantages of each type of data
- h) provide examples of different sampling methods
- i) use relevant diagrams and methods to show how data/information can be presented
- j) explain the differences between (with examples)
 - tracking study
 - omnibus study
 - ad hoc research
- k) explain the use of a Mk.I.S. (Marketing Intelligence Systems) (what they are, how compiled, who uses etc)

2.2 Segmentation

- a) give a suitable definition and explain the definition
- b) explain the importance of segmentation
- c) identify and explain various criteria for evaluating a segment
- d) identify and explain various bases for segmentation (and be able to apply them to relevant examples)
- e) interpret the importance of the FLC (family life cycle)
- f) identify suitable methods of industrial segmentation
- g) define what is meant by positioning and demonstrate its use with practical examples
- h) explain target marketing and its importance
- i) describe the relationships between targeting and positioning

2.3 Market Planning

- a) explain the importance of the mission statement with various examples
- b) identify marketing's role in corporate strategy (the five elements it offers)
- c) use the M.O.S.T. (mission, objectives, strategy, tactics) model to explain marketing strategy and apply to a relevant example
- d) explain the relevance and use of the Ansoff matrix
- e) describe the relevance of SMART in relation to objectives.
- f) discuss the decision making process (explained with diags)

2.4 Consumer basics

- a) provide a suitable diagram of a communications model (highlighting with examples the effect of noise in the process)
- b) discuss the relevance of Motivation theory (Maslow)
- c) describe the problem recognition and information search process
- d) give examples of a consumer (or family) DMU (decision making unit)
- e) explain the purchase DMP (decision making process) and provide a relevant diagram

2.5 Industrial market basics

- a) compare the differences between the business to business and the business to consumer markets
- b) identify and explain types of buying in business to business markets and their implications for marketing
- c) identify the members of a business DMU (decision making unit)
- d) explain the key roles of each member of the DMU
- e) give examples of the marketing information that will be needed for different members of the DMU

3 Marketing Implementation, Strategies & Tactics

3.1 The Marketing Mix

Candidates should be able to:

- a) link the 4 Ps and the 4 Cs
- b) identify suitable reasons for moving to the 4 Cs
- c) explain the application of the 4 Cs across various sectors
- d) use the marketing mix in strategic and tactical planning
- e) demonstrate the adoption of the marketing mix to individual organisations

3.2 Product/Service – Customer value

- a) provide an analysis of a product (using the onion model)
- b) explain and demonstrate new product development process (N.P.D.)
 - why are they developed
 - types (new to the world, modifications etc)
 - how ideas can be derived
- c) explain the PLC (product life cycle), The Dynamic PLC and provide relevant diagrams
- d) describe the theory of the Balance PLC Portfolio
- e) explain what is meant by a Product portfolio
 - The BCG matrix, Public Sector Matrix
 - Correlating the BCG with the PLC
- f) explain the implications of TQM for marketing

3.3 Price – Cost

- a) describe the relationships between price, cost and value
- b) identify the internal and external factors influencing pricing decisions
- c) demonstrate the importance of the quality price matrix
- d) provide brief outlines of fixed, variable and marginal costs
- e) demonstrate Break Even Analysis using appropriate diagrams
- f) identify and explain the use of various pricing strategies
- g) identify and explain the use of various pricing tactics
- h) explain the concept and practice of price wars and their consequences
 - advantages and disadvantages of such
 - tactics that could be adopted in a price war

3.4 Place – Convenience

- a) demonstrate and explain the traditional channels of distribution, using relevant diagrams
- b) identify and explain changes in channels of distribution
- c) describe push/pull strategies
- d) describe various channel relationships that may exist

- e) explain the logistics of supply
- f) identify various implications of JIT (just in time) for OEMs (Original Equipment Manufacturers)
- g) explain what is meant by vertical/horizontal integration
- h) identify and explain the importance of place as a specific feature of services

3.5 Promotions – Communication

- a) define and explain the integrated promotions mix
- b) explain the importance of feed back
 - type
 - how gathered
- c) define and explain what is meant by a USP (Unique selling point/proposition)
- d) explain what is meant by above and below the line promotions
- e) set promotional objectives
- f) describe various promotions and their relevance and importance to targeting and positioning

3.6 Public Relations

- a) define and explain what is meant by Public Relations
- b) identify and explain the role of P.R. in communications
 - stakeholders
 - the transfer process
- c) explain the role of PR in marketing (favourable and unfavourable market conditions)
- d) differentiate between PR, advertising, publicity and propaganda
- e) demonstrate the use of PR in crisis situations
- f) explain what is meant by sponsorship and exhibitions

3.7 Advertising

- a) define and explain what is meant by advertising
- b) identify the roles and purposes of advertising
- c) explain the implications of the A.I.D.A. model (awareness, interest, desire action)
- d) give examples of different types of advertising
- e) identify and explain different types of media – comparison and evaluation
- f) assess the effectiveness of advertising
- g) explain the concept and practice of targeted advertising

3.8 Sales Promotion

- a) define and explain what is meant by sales promotion
- b) identify various types of sales promotions with the liberal use of practical examples
- c) identify various reasons for using sales promotions

- d) give relevant advantages and disadvantages of sales promotions
- e) explain the benefits to the organisation and the customer of sales promotions

3.9 Direct Mail – Database Marketing

- a) define and explain what is meant by database marketing
- b) offer the major reasons for the growth of database marketing
- c) explain how database lists are compiled or bought giving the advantages and disadvantages of each method
- d) identify and explain the considerations for compiling and conducting such a campaign

3.10 Personal Selling

- a) define and explain what is meant by personal selling
- b) explain the use and value of personal selling in different markets or sectors
- c) identify and explain the various sales objectives an organisation may have
- d) identify and explain different motivational methods for a sales force
- e) explain different measurement methods of sales achievement (input/output methods)
- f) explain the practice of territory management for planning and control
- g) explain the importance of sales training for retailers, dealers and franchisees

3.11 Packaging

- a) identify and explain the roles of packaging
- b) give examples of different types of packaging
- c) identify legal requirements of packaging appropriate for your country
- d) explain the “silent salesman” concept as a major role of packaging
- e) discuss current environmental issues and pressures for packaging

3.12 Branding

- a) define and explain what is meant by a brand
- b) describe the branding decision process
- c) explain what is meant by brand equity
- d) demonstrate how brand image and personality is created through the marketing mix

4 Service and Relationship Marketing

4.1 Service Marketing

Candidates should be able to:

- a) explain the differences between services and products
- b) describe how services classified
- c) demonstrate the inseparability of services from marketing operations

4.2 Physical Environment – Confirmation

- a) explain and demonstrate the links to corporate identity
- b) give examples of physical evidence, premises, uniforms, signage etc
- c) explain what is meant by ambience, atmosphere, semiotics, aesthetics

4.3 People – Consideration

- a) explain, with examples, what is meant by boundary staff
- b) identify and explain the role of boundary staff and their inseparability from the marketing process
- c) identify the role of the customer as part of the people element
- d) explain, with relevant examples, what is meant by staff empowerment
- e) briefly explain the recruitment, selection and training of staff process
 - mandatory elements
 - desirable elements

4.4 Process – Consideration and Concern

- a) explain the concept of the service factory as an essential part of the service process and delivery
- b) explain how organisations attempt to deliver the promise through the use of enabling facilities and processes

4.5 The After Market

- a) define and explain what is meant by Relationship Marketing
- b) explain the importance of Relationship Marketing
- c) identify and explain a selection of elements employed in After (relationship) Marketing

5 International and Global Marketing

5.1 Market Analysis

Candidates should be able to:

- a) explain and demonstrate the use of STEEPLE, SWOT and DEPICT analytical tools in international markets
- b) describe the influence of culture, religion and language in international markets
- c) explain the importance and process of competitor and logistics research
- d) explain the process of carrying out market research and the associated problems in many international markets

5.2 Market Entry methods

- a) identify reasons why organisations seek international markets
- b) Identify and explain direct entry methods
- c) Identify and explain indirect entry methods
- d) describe the advantages and disadvantages of various entry methods
- e) explain the various power and control relationships in different entry methods

5.3 Marketing Mix Implications

- a) explain the International Adaptation Model
- b) demonstrate how all the various components of the marketing mix may need to be altered or adapted with examples
- c) review the different pricing strategies for international markets
- d) explain what is meant by Grey Markets
 - the dangers of such markets
 - combating or fighting grey markets
 - how organisations can exploit grey markets

5.4 Globalisation

- a) define and explain what is meant by a global, multi-national and international market
- b) identify and explain the implications for the marketing mix and branding
- c) explain the concept of “think global – act local”
- d) discuss the theory of “the borderless world”

6 Marketing, I.T. and the Internet

6.1 The Use of I.T. and Computers

Candidates should be able to:

- a) explain what is meant by MIS (management information systems) Mk.I.S (marketing intelligence systems)
- b) identify the uses of computers in PR, Advertising, Database marketing, NPD etc.

6.2 The Internet

- a) define and explain what is meant by the Internet
- b) explain what is meant by the "www"
- c) differentiate between a web site and web advertising
- d) offer various methods of advertising on the internet
- e) explain the web site process
 - types
 - registering, search engines
 - URLs/domain names
- f) explain how segmentation and profiling can be performed on the internet
- g) discuss the concepts of customer tracking, personalisation, community building
- h) demonstrate the phenomenon of one to one mass marketing on the Internet
- i) explain the role of permission marketing
- j) describe what is meant by viral marketing and its importance in the communication process

6.3 eCommerce

- a) define and explain what is meant by eCommerce
- b) identify different types of eCommerce, B2B, B2C, B2G, G2C and C2C
- c) describe the 24/7 concept
- d) identify the implications for retailing and retailers of eCommerce
- e) explain what is meant by cyber shops, cyber malls and clicks and mortar operations
- f) identify various types of eCommerce activities - linked to website type
- g) identify and explain the benefits of eCommerce to organisations
- h) identify and explain the benefits and the fears of eCommerce to consumers
- i) identify security problems related to transactions and how organisations might deal with these
- j) demonstrate how organisations might measure the success of an eCommerce operation

6.4 Marketing Mix Implications for eCommerce

- a) identify and explain how any, some or all of the elements of the marketing mix may need to be altered or adapted for an eCommerce/Internet retailing operation

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and performance