

EDENZ COLLEGES

QUALIFICATION: Diploma of Business Development (Level 6)

COURSE OUTLINE

Graduates will have an understanding of the essential elements required in the development of a modern business through the study of marketing planning, advertising, and the development and implementation of an e-business strategy. This Diploma builds on understandings gained from a Level 5 Diploma in Business, and graduates will be prepared for careers in business, or may staircase into further study at Degree level. There are 6 papers in this course, all compulsory.

1. Develop a Marketing Plan

Students learn to develop a Marketing Plan including the elements of objectives, strategies, and resource allocation, and integrating areas of market research, product development, promotion and distribution.

Main topics are:

- *Identify the organisation's strategic direction.*
- *Review marketing performance.*
- *Formulate marketing objectives.*
- *Devise marketing strategies.*
- *Plan marketing tactics.*
- *Prepare and present a marketing plan*

2. Evaluate International Marketing Opportunities

This module covers the evaluation of the international environment, identifying market factors and risks, and assessing the viability of international marketing opportunities.

Main topics are:

- *Assessment of international trade patterns*
- *Identification of government and international policies and agreements promoting or restricting trade*
- *Effect of economic, political, social and cultural factors*
- *Identification of International market trends and emerging markets*
- *Identify risk factors, particularly, political, financial, corruption and trade barriers*
- *Evaluation of opportunities w.r.t. impact on current situation, and cost and risk vs benefits and ROI*

3. Manage International Marketing Programmes

This module covers strategic management issues of an International marketing programme.

Main Topics are:

- *International marketing objectives and risk management strategy*
- *Evaluation of marketing approach*
- *Customisation requirements for international markets*
- *Cultural and consumer preference effects on operational structure*
- *Performance issues, including internal communication and accountability*
- *Integration of marketing, promotional and sales activities and performance evaluation*

4. Create an Advertising Brief

This module covers the creation of an advertising brief in consultation with the client to reflect advertiser needs and preferences.

Main Topics are:

- *Advertising purpose, objectives, client and product information definitions*
- *Budget allocations and timeframe determination*
- *Key characteristics, competitive factors and the market situation and target audience are defined*
- *Legal and ethical constraints on advertising the product or service are considered*
- *Creative brief identifies advertising content and an appropriate a pitch or appeal for the product*
- *Creative brief identifies supporting information required for consumer understanding of the product*

5. Develop an Advertising Campaign

This module covers determination of key objectives and development of an advertising campaign to optimize product or service market performance in response to an advertising brief.

Main Topics are:

- *Broad campaign objectives are determined from the purpose and objectives of the advertising brief*
- *Specific campaign objectives consider feasibility, consumer responses, and legal and ethical issues*
- *Research resource requirements for a range of media options are assessed and specified*
- *Resource requirements for creative and production services are assessed and specified*
- *Sufficient resources are allocated to each component of the advertising campaign*
- *The overall budget, campaign length and timing meets the requirements of the advertising brief*
- *The schedule includes measures for monitoring progress, budget expenditure, and evaluating campaign effectiveness*

6. Evaluate e-Business Models and Strategies

This module covers environmental analysis and strategic planning for e-business that supports the organisation's overall business strategy, including the evaluation of different e-business models such as e-shop, e-mall, e-brokerage, e-procurement, e-auction and collaboration partners, and investigating requirements for online customer service, development of policy and strategies for the delivery of customer services and monitoring and evaluation of policy implementation.

Main Topics are:

- *Strategic direction, business goals and potential benefits and risks of an e-business strategy*
- *Business practices, responsibilities, and culture are re-evaluated in light of e-business requirements*
- *Organisational policies, procedures and relationships, and legal, ethical and security issues relating to e-business are identified and analysed*
- *Potential e-business models are evaluated in terms of their ability to satisfy business objectives*
- *Critical e-business success factors, key result areas, and performance measures are determined*
- *Prioritized objectives within key result areas, and strategies to achieve each objective in accordance with overall strategic direction and business goals are determined*