

Vocational Education and Training Award in Marketing

Applying for this course

To apply for this course, you should be 16 years of age or older and have an MQF Level 2 qualification in Mathematics and English. If you do not have these qualifications but possess other qualifications or relevant experience, kindly contact us on qa.jobsplus@gov.mt. stating your ID card number, attaching copies of your qualifications and a copy of your CV highlighting your work experience. Alternatively, you can send the requested information by post addressed to: Quality Assurance Unit, Jobsplus Training Complex, Triq Birżebbuġa, Ħal Far BBG3000.

Course Duration

This course is of 80 hours duration and consists of seven Modules

- Module 1 is of 10 hours duration - (including 1-hour assessment)
- Module 2 is of 10 hours duration - (including 1-hour assessment)
- Module 3 is of 12 hours duration - (including 1-hour assessment)
- Module 4 is of 12 hours duration - (including 1-hour assessment)
- Module 5 is of 12 hours duration - (including 1-hour assessment)
- Module 6 is of 12 hours duration - (including 1-hour assessment)
- Module 7 is of 12 hours duration - (including 1-hour assessment)

General pedagogical guidelines and procedures for this course:

The delivery of this Course will be mainly held through lessons that will be delivered by the trainer, who will engage learners in class discussions and role-play activities. To facilitate the learners' apprehension, the trainer will also use PowerPoint presentations.

General assessment policy and procedures for this course:

The learner will be assessed through a written test. The learner will also undergo an ongoing oral assessment of learning (including communication skills) and practical exercises that will take place throughout the entire programme. This assessment method gives tutors the opportunity to review and consolidate the learning being covered.

Module 1 Learning Outcomes – Nature of Marketing and Marketing Environment, including Financial Aspects

✓ Be responsible for marketing range of activities, including pricing, promotion, distribution and product design	✓ Carry out tasks to differentiate between consumer, reseller, business, government and international markets including European/Mediterranean regions
✓ Monitor the needs of the consumer and see if these can be profitably met	✓ Be responsible when dealing with consumer and organizational markets and carry out tasks to identify reasons why people & organisations buy products and services
✓ Manage to process a marketing application of not-for-profit organisations (NGO'S)	
✓ Carry out tasks in the marketing department and comply with the corporate business ideology	✓ Be responsible for the decision-making process of various types of buyers

✓ Deal with the company's micro and macro environments and their marketing components	✓ Carry out basic financial and economic exercises crucial to marketing strategy and implementation
---	---

Module 1 Assessment: The assessment paper is divided into 2 sections:

- Section A – Multiple choice which all need to be answered.
- Section B – Open-ended (long answer) questions.

The duration of this assessment is of 1 hour and the pass mark is that of 45%.

Module 2 Learning Outcomes – Marketing Information, Research Tools and Market Segmentations

<ul style="list-style-type: none"> ✓ Carry out research analysis to target a market and establish product positioning ✓ Deal with various methods of segmentation within the consumer markets ✓ Deal with various factors including demographic, geographic, lifestyle, geo-demographic, socioeconomic and benefits sought ✓ Carry out tasks presenting essential steps in the market segmentation, target marketing and product positioning process ✓ Carryout tasks conducting marketing research ✓ Deal with marketing research as a basis for management decision-making 	<ul style="list-style-type: none"> ✓ Monitor the effectiveness of distribution ✓ Carry out tasks using basic qualitative and quantitative research methodology ✓ Deal with the distinction of subjective and objective data and the basic differences between a sample and a census in marketing research context ✓ Deal with primary and secondary research analysis to establish a market niche ✓ Carry out face-to-face interviews, postal questionnaires, telephone interviews, group and individual interviewing, observations and experimentations in market research ✓ Carry out tasks to ensure maximum sales and to design and target advertising accurately and do this efficiently
--	---

Module 2 Assessment: The assessment paper is divided into 2 sections:

- Section A – Multiple choice which all need to be answered.
- Section B – Open-ended (long answer) questions.

The duration of this assessment is of 1 hour and the pass mark is that of 45%.

Module 3 Learning Outcomes – Marketing Mix: Products and Services

<ul style="list-style-type: none"> ✓ Create strategies to achieve the correct balance between the 'seven Ps' and include in one's marketing plan (Product, Price, Place, Promotion, People, Process and Physical Evidence) ✓ Produce a marketing plan that includes the beneficial characteristics and distinctions derived from the Total Product Concept or the three levels of a product (Core, Actual and Augmented) to establish a promotion strategy ✓ Carry out task classifying the product for consumer goods/services: convenience; shopping; specialty; unsought; and consumer services to be considered in one's marketing strategy ✓ Produce a marketing plan including strategies that consider the product lifecycle and its relevance in a marketing project - Description of the stages of the product life cycle ✓ Produce a marketing plan implementing the elements of branding and their benefits in a marketing context ✓ Create a marketing plan that highlights realistically and implements the 4 principals in the AIDA model ✓ Create a marketing plan that takes into consideration the principles of the different 'chains' or 'channels' of distribution (Place) 	<ul style="list-style-type: none"> ✓ Create a marketing plan that considers the different pricing methods in one's a marketing strategy including cost-plus, penetration, skimming, promotion and price discrimination Definition of price elasticity of demand ✓ Create a marketing plan that includes the 4 P's and 4 C's their principals and their interrelation in a contemporary marketing context 4C's Product / Customer: Pricing / Cost, Place / Convenience, Promotions feature / Communication ✓ Produce a marketing plan that includes the aims of Marketing Communications The aims of marketing communications (promotion). Persuading, reminding, informing and reinforcing a message ✓ Collaborate with one's team to identify the criteria for choosing the appropriate channel for the marketed product or service ✓ Create a marketing plan that utilises the identified suitable functions and types of intermediaries between the manufacturer and consumer for one's marketing strategy ✓ Create a marketing plan that implements the six essentials of packaging as a marketing tool Six essentials of packaging: (distinction, protection, convenience, transportation costs, immediate association, characteristic)
---	--

Module 3 Assessment: The assessment paper is divided into 2 sections:

- Section A – Multiple choice which all need to be answered.
- Section B – Open-ended (long answer) questions.

The duration of this assessment is of 1 hour and the pass mark is that of 45%.

Module 4 Learning Outcomes – Connecting with Customers and Marketing Communications Mix

<ul style="list-style-type: none">✓ Be responsible to consider consumer rights to safety, information choice and right to be heard in one's marketing strategy✓ Create a marketing plan that considers relationship marketing and distinguishes between 'customer value' and 'customer satisfaction'✓ Create a marketing plan that considers environmentalism, green issues and marketing✓ Create a marketing plan that considers waste management - the 3 R's✓ Carry out marketing tasks utilising the seven steps of the personal selling process: the opening, need identification and stimulation, presentation, dealing with objections, negotiation, closing the sale and the follow up	<ul style="list-style-type: none">✓ Create a marketing plan that considers ethical issues notably the motivation/manipulation area of promotion✓ Create a marketing plan that considers the aims of marketing communications (promotion)✓ Create a marketing strategy that takes account of persuading, reminding, informing and reinforcing a message within a marketing campaign✓ Carry out marketing tasks utilising the 5 types and tools of marketing communications: advertising, sales promotion, public relations, direct marketing and personal selling
---	---

Module 4 Assessment: The assessment paper is divided into 2 sections:

- Section A – Multiple choice which all need to be answered.
- Section B – Open-ended (long answer) questions.

The duration of this assessment is of 1 hour and the pass mark is that of 45%.

Module 5 Learning Outcomes – International Marketing

<ul style="list-style-type: none">✓ Deal with the phenomenon of "The global village" and consider the implications for an international marketing strategy✓ Create a list that names the major trading blocs✓ Produce a list of Malta's trading partners✓ Produce examples of "profit opportunities overseas"✓ Produce examples of "maturity of the domestic market" and how one can identify opportunities to transfer the product/service overseas	<ul style="list-style-type: none">✓ Produce examples to explain the term "economies of scale" and "risk spreading"✓ Produce examples of the advantages and disadvantages of joining a trading bloc✓ Produce a PEST - STEEPLED analysis of a chosen country for an international marketing strategy✓ Create an international marketing strategy considering the findings of one's research
--	--

Module 5 Assessment: The assessment paper is divided into 2 sections:

- Section A – Multiple choice which all need to be answered.
- Section B – Open-ended (long answer) questions.

The duration of this assessment is of 1 hour and the pass mark is that of 45%.

Module 6 Learning Outcomes – E and I-Marketing

<ul style="list-style-type: none">✓ Deal with "customer relationship management" in the digital age✓ Monitor several online mediums for suitability of product or service✓ Create a plan for a website in an E- Marketing context✓ Deal with the aspects of product and service when planning email marketing	<ul style="list-style-type: none">✓ Monitor the product or services marketed through mobile marketing and "Apps"✓ Deal with basic search engine marketing and online advertising✓ Carry out a planning exercise for Social Media platforms in an E- Marketing context
--	---

Module 6 Assessment: The assessment paper is divided into 2 sections:

- Section A – Multiple choice which all need to be answered.
- Section B – Open-ended (long answer) questions.

The duration of this assessment is of 1 hour and the pass mark is that of 45%.

Module 7 Learning Outcomes – The Marketing Plan and Implementation

<ul style="list-style-type: none">✓ Create a marketing plan by following topics and content✓ Monitor the competition and their strategy in a marketing plan context✓ Monitor the state of the market, e.g. SWOT analysis✓ Ensure that marketing objectives are appropriate to one's marketing plan✓ Ensure that strategies and tactics are realistic to one's marketing plan✓ Produce an operating plan relevant to the marketing strategy	<ul style="list-style-type: none">✓ Ensure that resources are relevant for one's marketing plan✓ Ensure that financial budgets are realistic for one's marketing plan✓ Collaborate by communicating details of the marketing plan to one's advisors and peers✓ Carry out marketing plan implementation✓ Monitor one's marketing plan for changes in the business environment
---	--

Module 7 Assessment: The assessment paper will be divided into 1 section:

- Section A – Open ended (long answer) questions, all of which need to be answered.

The duration of this assessment is of 1 hour and the pass mark is that of 45%.

The Malta Further and Higher Education Authority (MFHEA) deems this certificate to be at Level 4 of the Malta Qualifications Framework and the European Qualifications Framework for Lifelong Learning. This course comprises study modules to which a total of 7 ECVET points are assigned.