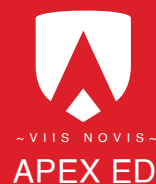




POST GRADUATE DIPLOMA IN STRATEGIC MARKETING





Overview

The Level 7 Diploma in Strategic Marketing is an advanced program that focuses on developing strategic marketing skills and knowledge. This course covers topics such as market analysis, consumer behavior, brand management, digital marketing, and strategic marketing planning. Students will gain a deep understanding of marketing principles, learn to identify market opportunities, and develop effective marketing strategies to meet organizational objectives. Through case studies and real-world projects, graduates will acquire the skills needed to create and implement successful marketing campaigns, engage target audiences, and drive business growth. This diploma prepares individuals for senior-level positions in marketing, advertising, brand management, or consultancy roles, enabling them to make strategic contributions to their organizations' marketing efforts.

Duration

The qualification is designed to be delivered over one academic year for full-time study, but it is also flexible in its delivery in order to accommodate part-time and distance learning.

Qualification Structure

The OTHM Level 7 Diploma in Strategic Marketing consists of 6 mandatory units for a combined total of 120 credits, 1200 hours Total Qualification Time (TQT) and 600 Guided Learning Hours (GLH) for the completed qualification

Entry Requirements

- Be 18 years or older at the beginning of the course; or
- Be mature learners with relevant management experience (learners must check with the delivery center regarding this experience prior to registering for the programme)
- If a learner is not from a majority English-speaking country must provide evidence of English language competency. For more information visit the English Language Expectations page on this website.

Mandatory Units And Credits

MODULE	Credits
• Contemporary Issues and Principles of Marketing	20
• Consumer Behaviour and Market Communications	20
• Digital and Social Media Marketing	20
• Contemporary Challenges and Strategic Marketing	20
• Strategic Brand Management	20
• Marketing Research Project	20
Total Credits	120

Progression

The OTHM Level 7 Diploma in Strategic Marketing qualification enables learners to progress into or within employment and/or continue their further study. As this qualification is approved and regulated by Ofqual (Office of the Qualifications and Examinations Regulation), learners are eligible to progress to Master's top-up programs at many universities in the UK and overseas with advanced standing.



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