

# STRATEGIC MARKETING

POSTGRADUATE DIPLOMA



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## LEVEL 7

# Diploma in Strategic Marketing

(Qualification Number: 603/5946/8)

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.

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)

## LECTURERS:

- Contemporary Issues and Principles of Marketing - Dhinesha Perera
- Consumer Behaviour and Market Communications - Adin Mathitharan
- Digital and Social Media Marketing - Adin Mathitharan
- Contemporary Challenges and Strategic Marketing - Hiyann Perera
- Strategic Brand Management - Dr. Deepal Perera
- Marketing Research Project - Ms. Shalindri Homer

The OTHM Level 7 diplomas on the Regulated Qualifications Framework (RQF) are at the same level as master's degrees. However, they are shorter (120 credits) and learners will have to proceed to the dissertation stage (60 credits) with university to achieve a full Masters programme.





### Duration

6 Months

### Class Schedule

Every Sunday

### Delivery

Online only

### Assessment Methods

Assignments & Workshops

### Entry Requirement

Professionals with 4+ years of work experience in the relevant industry or those who have completed any other level 6 qualification can apply.

### Investment

LKR 285,000 + Reg Fee 10,000

### Total Qualification time

1200 hours

### Overall Grading Type

Pass/Fail

### Assessment Methods

Coursework

### Language of Assessment

English

Module exemptions may be granted based on prior qualification curriculum.

This qualification will also help you to meet the criteria required for migration purposes for countries such as Canada, Australia, and New Zealand.



OTHM is a UK based awarding body regulated by Ofqual (Office of the Qualifications and Examinations Regulation). It hosts a global network of centres that deliver a range of management and leadership programmes.

Since its establishment, it has created a pathway for tens of thousands of students to gain entry into recognized degree and Masters top-up programmes in the UK.

To add to this, OTHM is:

- ♦ A recognised Awarding Body by Qualifications Wales
- ♦ A full member of the Federation of Awarding Bodies (FAB)
- ♦ Accepted by WES



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