

Mandatory Units

Analyse competitor activity

Contribute to the development of a marketing plan

Evaluate and improve own performance in a business environment

Work with other people in a business environment

Optional Units

Conduct market research

Evaluate market research data

Contribute to the preparation of a marketing strategy

Contribute to the development of new products and/or services

Maintain a portfolio of products and/or services

Design marketing promotions

Implement a marketing plan

Evaluate the effectiveness of a marketing plan

Develop an advertising campaign

Specify the design requirement for marketing databases

Manage outsourced marketing supplier relationships

Use digital technology for marketing purposes

Use digital and social media in marketing campaigns

Develop working relationships with colleagues and stakeholders

Contribute to running a project

Contribute to innovation in a business environment

Develop a presentation

Deliver a presentation

Agree a budget

Manage budgets

Prepare specifications for contracts

Contribute to decision-making in a business environment

Make decisions in a business environment

Negotiate in a business environment

Plan and organise an event

Co-ordinate an event

Chair meetings

Plan, allocate and monitor work of a team

Presentation Software

Spreadsheet Software

Using Collaborative Technologies

Website Software

Bespoke Software