

# OTHM Level 7 Diploma in Strategic Marketing (RQF)



## Overview

The OTHM Level 7 Diploma in Strategic Marketing provides the core knowledge of branding and marketing that leads effective strategic marketing decision making, which helps to maintain a competitive advantage. Opting for this distance learning qualification, learners will acquire knowledge through an integrated approach of marketing theory, understanding consumers' behaviour, and practice using real-time and digital communication management activities. Successful completion of this L7 diploma course will give the learners a deep understanding of strategic marketing management, branding skills, consumer behaviour, and the ability to focus on organisation strategy implementation requirements. The OTHM Level 7 Diploma in Strategic Marketing is accredited by UK OFQUAL and is delivered 100% online.

## Duration and Delivery

The qualification is designed to be completed over one year of full-time study. However, we accommodate for completely flexible delivery, so that students can schedule their learning on a self-paced basis through our online portal to accommodate for other commitments such as work and family, or on the other hand, fast-track their course completion. The qualification is delivered through our Virtual Learning Environment with online tutor support.

## Assessment and Verification

All units within this course are internally verified by our qualified assessors and externally verified by OTHM. This Level 7 strategic marketing diploma course is criterion-referenced, based on specific learning outcomes. To achieve a "PASS" for a unit, a student must complete the learning outcomes to meet the assessment criteria set by OTHM.

## Eligibility Criteria

For entry into this course, students must meet the following criteria:

- A UK level 6 diploma or an honours degree or equivalent qualification.
- The learner should be 21 or older at the time of enrollment.
- Mature learners are advised to have management experience.

## Progression

Successful completion of this course enables students to progress their professional career, and/or progress to higher levels of study. As this L7 diploma qualification is regulated and approved by OFQUAL (Office of the Qualifications and Examinations Regulation), students can progress onto Master's top-up programmes with advanced standing at many of the UK and international universities.

600	Guided Learning Hours
1200	Total Quality Time
6	Units
120	Credits

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**Awarding Body Fee** **£300**

Payable by the learner to the awarding organisation within 14 days of starting the course

## Unit Structure

- ✓ Contemporary Issues and Principles of Marketing
- ✓ Consumer Behaviors and Market Communications
  - Digital and Social Media Marketing
- ✓ Contemporary Challenges and Strategic Marketing
- ✓ Strategic Brand Management
- ✓ Marketing Research Project

