



EDUCARE
INTERNATIONAL INSTITUTE
FOR HIGHER EDUCATION

STRATEGIC MARKETING

LEVEL 7

www.eiie.com

About Educare

The Educare is established to advance the career aspirations of individuals and working professionals. Educare claims to play a role of a valuable learning partner of our students through structured learning pathways (Degree,PGD,Diploma and Professional Qualifications) made by the unique combination of practical and industry knowledge integrated with general management skills. Educare is dedicated to cater the educational needs of the individuals and working professionals to enhance the career opportunities in the global market.

Why Study Strategic Marketing?

- ✔ 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, brand ing 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



Reason to join.....

- Internationally recognized awarding body with a reputation of training excellence
- Thousands of learners worldwide enjoy the benefits of undertaking the qualification that ensures relevant and advanced skills at an affordable cost.
- Qualifications are approved and regulated by Ofqual, learners are eligible to progress to top-up degree and masters programmes at many universities in UK and overseas with advanced standing
- Completion of our qualification will meet the university's standard academic entry requirements. However, each applicant will be subject to individual assessment and other entry requirements which may affect university entry.



Entry Requirements:

- An honours degree in related subject or UK level 6 diploma or an equivalent overseas qualification
- Mature learners with management experience



STRATEGIC MARKETING LEVEL 7



Strategic Marketing Level 7 Units

- 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 Law (20 credits)
- Marketing Research Project (20 credits)



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