

HRODC Postgraduate Training Institute



A Postgraduate - Only Institution



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Modern Marketing in a Consumer-Led Environment

Course or Seminar

Leading To:

DIPLOMA - POSTGRADUATE IN Marketing Management

Accumulating to .

POSTGRADUATE DIPLOMA

Progressing To A Masters Degree –

MBA – MSc – MA



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MBA – MSc – MA

A Division of HRODC Ltd. UK Reg. No. 6088763. V.A.T. Reg. No. 8958 765 38
Prof. Dr. R.B. Crawford - Director HRODC Postgraduate Training Institute
PhD (London), MEd.M. (Bath), Adv. Dip. Ed. (Bristol), PGCIS (TVU), ITC (UWI), MAAM, MAOM, LESAN, MSCOS, MISGS, Visiting Prof. P.U.P.

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Postgraduate Full-Time and Short Courses
London, UK & International Locations

HRODC Postgraduate Training Institute - UKRLP Registration



HRODC Postgraduate Training Institute is Registered with the UK Register of Learning Providers (UKRLP), of the Department for Business, Innovation and Skills (BIS), formerly Department of Innovation, Universities and Skills (DIUS).

Its Registration Number is 10019585 and can be verified at <http://www.ukrlp.co.uk/>



HRODC Postgraduate Training Institute is a Division of Human Resource and Organisational Development Consultancy (HRODC) Limited.

It is Registered in England UK, with Registration #6088763 and V.A.T. Registration No. 895876538

Course Coordinator:

Prof. Dr. R. B. Crawford – Director of HRODC Ltd. and Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:

- Doctor of Philosophy {(PhD) (University of London)};
- MEd. Management (University of Bath);
- Advanced Dip. Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);
- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of Academy of Management (MAoM), within the following Management Disciplines:
 - Human Resources;
 - Organization and Management Theory;
 - Organization Development and Change;

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- Research Methods;
 - Conflict Management;
 - Organizational Behavior;
 - Management Consulting;
 - Gender & Diversity in Organizations; and
 - Critical Management Studies.
- Member of the Asian Academy of Management (MAAM);
 - Member of the International Society of Gesture Studies (MISGS);
 - Member of the Standing Council for Organisational Symbolism (MSCOS);
 - Life Member of Malaysian Institute of Human Resource Management (LMIHRM);
 - Member of ResearchGate Community;
 - Member of Convocation, University of London;
 - Professor HRODC Postgraduate Training Institute.

Prof Crawford was an Academic at:

- University of London (UK);
- London South Bank University (UK);
- University of Greenwich (UK); and
- University of Wolverhampton (UK);

For Whom This Course is Designed

This Course is Designed For:

- Brand Managers;
- Franchise Operators;
- Marketing Managers;
- Packaging designers;
- Product Designers;
- Product Launchers;
- Relationship Managers;
- Sales and Marketing Team Leaders;
- Sales Managers;
- Sales Promoters;
- Those concerned with client and customer relationship, and Product Launches.

Duration: 6 Days

Cost: £6,000.00 Per Delegate

Please Note:

- V.A.T. (Government Tax) does not apply to Corporate Sponsored Individuals, taking Programmes or Courses in any location - within or outside the UK.
- It applies only to Individuals and Corporations based in the UK and to Non-UK Individual Residents taking courses in the UK.

Cost includes:

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;
- Diploma – Postgraduate – in **Advanced Project Management (Quad Credit)**; or
- Certificate of Attendance and Participation – if unsuccessful on resit.

HRODC Postgraduate Training Institute's Complimentary Products include:

1. HRODC Postgraduate Training Institute's **Leather Conference Folder**;
2. HRODC Postgraduate Training Institute's **Leather Conference Ring Binder/ Writing Pad**;
3. HRODC Postgraduate Training Institute's **Key Ring/ Chain**;
4. HRODC Postgraduate Training Institute's **Leather Conference (Computer – Phone) Bag** – Black or Brown;
5. HRODC Postgraduate Training Institute's **8GB USB Flash Memory Drive**, with Course Material;
6. HRODC Postgraduate Training Institute's **Metal Pen**;
7. HRODC Postgraduate Training Institute's **Polo Shirt**.

Please see product images, as a separate file - Complimentary Products For Students and Delegates, from HRODC Postgraduate Training Institute.

Daily Schedule: 9:30 to 4:30 pm.

Location: Central London and International Locations

Modern Marketing in a Consumer-Led Environment Leading to Diploma-Postgraduate - in Marketing Management

Course Objectives

By the conclusion of the specified learning and development activities, delegates will be able to:

- Demonstrate a heightened understanding of the difference between customer needs and wants;
- View quality from the perspective of clients and customers;
- Evaluate existing marketing strategy, from the perspective of their effectiveness in our current economic climate;
- Draw on recent research findings with respect to changing client and customer values;
- Suggest, with supporting evidence, the reasons associated with clients and customers' shifting values;
- Demonstrate their ability to undertake a marketing environmental analysis;
- Determine the most reliable sources of marketing information;
- Predict customer behaviour based on available marketing information;
- Suggest the factors that are likely to affect particular customer behaviour;
- Link specific customer circumstance with possible behavioural outcomes;
- Demonstrate an awareness of the methods of dealing with variability in demand and perishability of service;
- Conduct a marketing research for a non-business organisation;
- Devise a workable marketing strategy for their organisation;
- Determine the appropriate marketing strategy for particular stages in the life cycle of a service;

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- Devise an appropriate research strategy for eliciting information from clients & potential clients;
- Analyse and interpret empirical data;
- Effectively present information, taking account of the appropriateness of visual formats;
- Distinguish between different approaches to marketing & their underlying philosophies;
- Demonstrate an awareness of the importance of the marketing mix to service success;
- Conduct an internal organisational analysis;
- Conduct an external organisational analysis;
- Conduct a sector analysis;
- Determine key success factors;
- Determine the difference between product and service;
- Devise a workable marketing strategy for a non-business organisation;
- Apply the exchange concept to marketing non-business organisations;
- Dispel the traditional attitude of non-business organisations to marketing;
- Apply marketing analysis & marketing mix to non-business organisations;
- Distinguish between the methods used to market business & non-business organisations;
- Understand the simultaneous creation or dispensing & consumption of some services;
- Demonstrate an understanding of the effect of globalisation on organisational competitiveness and sustainability;
- Exhibit a heightened understanding of the value of cultural awareness in global marketing;
- Determine the degree to which effective diversity management can avoid major marketing disasters and avert organisational catastrophe; and
- Design an effective diversity policy that revolutionises an organisation's marketing strategy.

Course Contents, Concepts and Issues

Part 1: The Different Approaches to Marketing

- Production Orientation;
- Sales Orientation;
- The Marketing Concept;
- Marketing Management:
 - The 4Ps: The Marketing Mix;
 - Relationship Management.
- Internal Organisational Analysis: Strengths and Weaknesses;
- External Organisational Analysis: Opportunities and Threats;
- Key Success Factors;
- Product Life Cycle;
- Distribution and Service Delivery.

Part 2: Marketing and the Marketing Process: Understanding Customers

- Marketing: Creating and Capturing Customer Value;
- Company and Marketing Strategy: Partnering to Build Customer Relationships;
- Marketing Strategy in recessionary Periods;
- 'Current Value' modification and pertinent microeconomic issues.
- Analysing the Marketing Environment;
- Managing Marketing Information to Gain Customer Insights;
- Understanding Consumer and Business Buyer Behaviour;
- Predicting Behavioural Outcomes.

Part 3: Designing a Customer – Driven Marketing Strategy and Marketing Mix

- Customer-Driven Marketing Strategy: Creating Value for Target Customers;
- Products, Services, and Brands: Building Customer Value;
- New-Product Development and Life-Cycle Strategies;
- Pricing: Understanding and Capturing Customer Value;
- Marketing Channels: Delivering Customer Value;
- Retailing and Wholesaling;
- Communicating Customer Value: Advertising and Public Relations;
- Communicating Customer Value: Personal Selling and Sales Promotion;
- Direct and Online Marketing: Building Direct Customer Relationships.

Part 4: Extending Marketing Through Marketing Information

- The Global Marketplace;
- Marketing Ethics and Social Responsibility;
- The Importance of Diversity Management in Global Marketing;
- Revolutionising Marketing Strategy with the Incorporation of an Effective Diversity Policy;
- Marketing Information and Customer Insights;
- Assessing Marketing Information Needs;
- Developing Marketing Information;
- Marketing Research;
- Analyzing and Using Marketing Information;
- Other Marketing Information Considerations.

Part 5: Understanding Consumer and Business Buyer Behaviour

- Consumer Markets and Consumer Buyer Behavior;
- Model of Consumer Behavior;
- Characteristics Affecting Consumer Behavior;
- The Buyer Decision Process;

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- The Buyer Decision Process for New Products;
- Business Markets and Business Buyer Behavior;
- Business Markets;
- Business Buyer Behavior;
- The Business Buying Process;
- E-Procurement.

Part 6: Products, Services, Brands, and Customer Value: Managing Product Life Cycle

- Customer-Driven Marketing Strategy;
- Market Segmentation;
- Market Targeting;
- Differentiation and Positioning.
- What is a Product?;
- Product and Service Decisions;
- Services Marketing;
- Branding Strategy: Building Strong Brands.
- New-Product Development Strategy;
- The New-Product Development Process;
- Managing New-Product Development;
- Product Life-Cycle Strategies;
- Product Decisions and Social Responsibility;
- International Product and Services Marketing.

Synopsis of Diploma – Postgraduate, Postgraduate Diploma and Postgraduate Degree Regulation

Postgraduate Diploma and Diploma – Postgraduate: Their Distinction and Assessment Requirement

Delegates studying courses of 5-9 days' duration, equivalent to 30-54 Credit Hours (direct lecturer contact), will, on successful assessment, lead to the Diploma – Postgraduate. This represents a single credit at Postgraduate Level. While 6-day and 7-day courses also lead to a Diploma – Postgraduate, they accumulate 36 and 42 Credit Hours, respectively. Delegates and students who fail to gain the required level of pass, at Postgraduate Level will receive a Certificate of Attendance and Participation. The Certificate of Attendance and Participation will not count, for cumulative purpose, towards the Postgraduate Diploma.

Courses carry varying credit values; some being double credit, triple credit, quad credit and 5-credit, etc. These, therefore, accumulate to a Postgraduate Diploma. As is explained, later, in this document, a Postgraduate Diploma is awarded to students and delegates who have achieved the minimum of 360 Credit Hours, within the required level of attainment.

Credit Value and Credit Hours examples of Diploma – Postgraduate Courses are as follows:

Credit Value	Credit Hours
Single-Credit	30-36
Double-Credit	60-72
Triple-Credit	90-108
Quad-Credit	120-144
10-Credit (X36 Credit-Hours) to 12-Credit (X30 Credit-Hours)	360

Other Credit Values are calculated proportionately.

Because of the intensive nature of our courses and programmes, assessment will largely be in-course, adopting differing formats. These assessment formats include, but not limited to, in-class tests, assignments, end of course examinations. Based on these assessments, successful candidates will receive the Diploma – Postgraduate, or Postgraduate Diploma, as appropriate.

In the case of Diploma – Postgraduate, a minimum of 70% overall pass is expected. In order to receive the Award of Postgraduate Diploma, candidate must have accumulated at least the required minimum ‘credit-hours’, with a pass (of 70% and above) in at least 70% of the courses taken.

Delegates and students who fail to achieve the requirement for Postgraduate Diploma, or Diploma - Postgraduate - will be given support for 2 re-submissions for each course. Those delegates who fail to achieve the assessment requirement for the Postgraduate Diploma or Diploma - Postgraduate - on 2 resubmissions, or those who elect not to receive them, will be awarded the Certificate of Attendance and Participation.

Diploma – Postgraduate, Postgraduate Diploma and Postgraduate Degree Application Requirements

Applicants for Diploma – Postgraduate, Postgraduate Diploma and Postgraduate Degrees are required to submit the following documents:

- Completed Postgraduate Application Form, including a passport sized picture affixed to the form;
- A copy of Issue and Photo (bio data) page of the applicant’s current valid passport or copy of his or her Photo-embedded National Identity Card;
- Copies of credentials mentioned in the application form.

Admission and Enrolment Procedure

- On receipt of all the above documents we will make an assessment of the applicants' suitability for the Programme for which they have applied;
- If they are accepted on their Programme of choice, they will be notified accordingly and sent Admission Letters and Invoices;
- One week after the receipt of an applicant's payment or official payment notification, the relevant Programme Tutor will contact him or her, by e-mail or telephone, welcoming him or her to HRODC Postgraduate Training Institute;
- Non-European Students will be sent immigration documentation, incorporating a Visa Support Letter. This letter will bear the applicant's photograph and passport details;
- Applicants will be notified of the dates, location and venue of enrolment and orientation;
- Non-UK students will be sent general information about 'student life' in the UK and Accommodation details.

Modes of Study for Postgraduate Diploma Courses

There are three delivery formats for Postgraduate Diploma Courses, as follows:

1. Intensive Full-time Mode (3 months);
2. Full-time Mode (6 month);
3. Video-Enhanced On-Line Mode.

Whichever study mode is selected, the aggregate of 360 Credit Hours must be achieved.

Cumulative Postgraduate Diploma Courses

All short courses can accumulate to the required number of hours, for the Postgraduate Diploma, over a six-year period from the first registration and applies to both general and specialist groupings. In this regard, it is important to note that short courses vary in length, the minimum being 5 days (Diploma – Postgraduate) – equivalent to 30 Credit Hours,

representing one credit. Twelve 5-day short courses, representing twelve credits or the equivalent of 360 Credit Hours are, therefore, required for the Award of Postgraduate Diploma.

A six-day course (Diploma – Postgraduate) is, therefore, equivalent to 36 hours Credit Hours, representing one credit. Therefore, ten short courses, of this duration, equates to the required 360 Credit Hours, qualifying for the Award of Postgraduate Diploma. While double-credit courses last between ten and fourteen days, triple-credit courses range from fifteen to nineteen days. Similarly, quad-credit courses are from sixteen to nineteen days. On this basis, the definitive calculation on the Award requirement is based on the number of hours studied (aggregate credit-value), rather than merely the number of credits achieved. This approach is particularly useful when a student or delegate studies a mixture of courses of different credit-values.

For those delegates choosing the accumulative route, it is advisable that at least two credits be attempted per year. This will ensure that the required number of credit hours for the Postgraduate diploma is achieved within the six-year time frame.

Progression to Postgraduate Degree – MA, MBA, MSc

- On the successful completion of the *Postgraduate Diploma*, students may register for the Postgraduate Degree, after their successful completion of Course #7: *Research Project: Design, Conduct & Report*.
- The students’ Degree Registration Category will be dictated by the courses or modules studied at Postgraduate Diploma Level. The categories relate to Master of Business Administration (MBA); Master of Arts (MA) Master of Science (MSc); Executive Master of Business Administration (Executive MBA).

Specialism and Degree Award Titles

The title of the degree will be indicative of the specialism studied or its generalist nature, as exemplified below:

- Master of Science - Advanced Oil and Gas Accounting: International Petroleum Accounting (MSc Advanced Oil and Gas Accounting: International Petroleum Accounting);
- Master of Science - Accounting and Finance (MSc Accounting and Finance);
- Master of Science - Real Estate Management (MSc Real Estate Management);
- Master of Science - Tourism and International Relations (MSc Tourism and International Relations);
- Master of Science – Human Resource Training and Development Management (MSc HR Training and Development Management);
- Master of Business Administration (MBA);
- Executive Master of Business Administration (Executive MBA);
- Master of Business Administration – Finance (MBA Finance);
- Master of Business Administration – Accounting (MBA Accounting);
- Master of Arts - Human Resource Management (MA Human Resource Management);
- Master of Arts - Information and Communication Management (MA Information and Communication Management).

Dissertation: Topics, Supervision and Examination

- The knowledge and skills gained from the research methods course will enable students to formulate their research proposal.
- With the guidance of their research methods tutor, they will submit a Synopsis or Research Proposal
- On the approval of their synopsis, their Postgraduate Degree Registration will be formalised and they will, in earnest, begin their dissertation research.

- Students' choice of Dissertation area and topic must closely reflect their specialism and expected Award Title;
- The Postgraduate Degree Award Board, which will convene twice during each Academic Year, will determine whether the rules have been complied with, in this regard, and will, where necessary, change a registered Award Title, to reflect the reality of a programme choice;
- The length of the Dissertation will be between 15,000 and 20,000 words. Higher or lower limits will be accepted through special dispensation only, tabled through their Dissertation Supervisors;
- Students will each be assigned one Main Dissertation Supervisor, for formal tuition, and a Dissertation Mentor, who will provide them with informal advice, in conjunction with their Main Dissertation Supervisor;
- Each Dissertation Mentor will also mediate the relationship between the Student and his or her Dissertation Supervisor;
- Students' Viva Voce, or Oral, Examination will be conducted within 3 months of the submission of their Dissertation;
- The Dissertation Examination will be conducted by an External and an Internal Examiner;
- The External Examiner will be drawn from a recognized University and will be an Academic in the Discipline being examined, who is not otherwise associated with HRODC Postgraduate Training Institute;
- The Internal Supervisor will be an HRODC Postgraduate Training Institute's tutor, who is neither the Students' main Dissertation Supervisor or their Dissertation Mentor;
- The submission date of a Postgraduate Dissertation is expected to be within 12 calendar months of a candidate's initial registration for the Degree but can be extended, on application, to a period not exceeding 24 months;
- In the event that Students are not successful on their first attempt, they will be given the opportunity to make minor amendments to, or revise, their Dissertation, with the guidance of their Dissertation Supervisors.
- The maximum total submission and resubmission period should not exceed 36 calendar months from the date of first registration for a particular Postgraduate Degree;
- Additional details and general aspects of these regulations are contained in the document: *Postgraduate Degree - Dissertation Guidelines*.

Service Contract, incorporating Terms and Conditions

Click, or copy and paste the URL, below, into your Web Browser, to view our Service Contract, incorporating Terms and Conditions.

https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extenuating_Circumstances_Payment_Protocol_Location.htm

The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

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