



BRENTWOOD
OPEN LEARNING COLLEGE

DIPLOMA IN

MARKETING

Web: www.bolc.co.uk

Email: admissions@bolc.co.uk

Course Introduction:

Diploma in Marketing offered by BOLC; is a comprehensive programme designed to give students a competitive edge in this exciting field.

The programme has been designed to help you expand your knowledge and skills in the marketing of products/ services for the customer, industrial and service sector. You will gain an insight into the latest marketing trends and techniques, and will develop marketing skills that will help you for your exceptional career in the field.

“Excellent. I would recommend this course to anyone wanting to work as a marketing personnel, as it gives you a greater understanding of a variety of the latest marketing trends and techniques. Course was interesting, and tutor responded promptly. I have recommended this course to my friend who is currently studying with BOLC.”

Gemma Fernando's

Course Benefits	BOLC Diploma
Accredited Course	✓
Full Tutor Support	✓
Delivered through distance learning	✓
Self paced, no fixed schedules	✓
Available to students any where in the world	✓
Interest Free Fee Instalments	✓



Course Duration: 1 Year (Flexible)

Entry Requirement:

There is no particular entry requirement for this course.

Course Accreditation:

Diploma in Marketing
(Level 4)

Awarding Body: ABC Awards

Fee Schedule:

Total Fee: **£560** (Including Admission Fee)

Admission Fee: **£104**

12 Monthly Instalments: **£38** / Month

There is **£100** discount if fee is paid in full.

Discounted fee: £460

ABC awards
Part of the emfec group

**Quality Licence
Scheme**



UNIT 1**Introduction to Marketing**

Marketing Concepts
The Marketing Mix
Difference between Selling & Marketing
Importance of Marketing

UNIT 2**Marketing Environment**

The Marketing Atmosphere
The Micro-Environment
The Macro-Environment
The Internal Environment

UNIT 3**Markets and Market Segmentations**

What is a Market?
Market Types and Characteristics
What is market Segmentation?
Importance of Market Segmentation
Requirements for Segmenting a Market

UNIT 4**Consumer Behaviour**

Meaning of Consumer Behaviour
Importance of Understanding Consumer Behaviour
Types of Consumers
Factors Influencing Consumer Behaviour
Consumer Buying Process

UNIT 5**Market Research**

The Need for Market Research
The Research Process
Approaching Respondents
Analysing the Results

UNIT 6**Marketing Planning**

The Marketing Planning Process
The Marketing Audit
Corporate Objectives
Promotional Strategies
Monitoring and Evaluating Marketing Performance
Feedback Systems

UNIT 7**Product Development and Product Lifecycle**

Value of Product Innovation
New Product Development
Reasons for Product Failure
Product Life Cycle (PLC)
Marketing Strategies at Different Stages of PLC

UNIT 8**Product Pricing Strategies**

Function and Value of Price
Pricing Objective
Factors Affecting Price Determination
Basic Methods of Price Determination

UNIT 9**Branding and Packaging**

Introduction
Branding
Brand Name versus Trade Mark
Advantages and Disadvantages
Packaging
Functions of Packaging
Criticism of Packaging

UNIT 10**Channels of Distribution**

What is a Channel of Distribution?
Functions of Channels of Distribution
Channels of Distribution Used
Factors Influencing the Choice of Channel

UNIT 11**Promotion Mix**

Meaning and Importance of Promotion
The Communication Process
Concept of Promotion Mix?
Factors Affecting the Promotion Mix

UNIT 12**Personal Selling and Sales Promotion**

What is Personal Selling?
Importance of Personal Selling
Selling Theories
The Personal Selling Process
Qualities of a Good Salesperson
Sales Promotion

UNIT 13**Advertising and Publicity**

What is advertising?
Objectives of Advertising
Benefits of Advertising
Parties Involved in Advertising
Advertising Media Decisions

Your Learning Experience - FAQs

How is the course delivered?

Guided learning hours for the course are 200 to 250. The course is flexible you can work according to your own schedule. The course is assignment based after each course unit you will complete an assignment which you will submit to your tutor for marking. The tutor will mark the assignment and will upload feedback on the portal within 10 working days of the assignment being submitted. On successful completion of the unit you will move on to the next unit and this you will complete your course. There is no formal exam to take at the end.

How will I study?

When you enrol on this course you are assigned a personal expert tutor, to guide and encourage you throughout your studies with the College. Your tutor will be available throughout your course to give you help with specific issues, and difficult topics. Relevant practical exercises and projects are introduced throughout the course aimed at applying the theory and skills learnt.

What is so special about this course?

This is a unique course. We start from the very basics and give you all the essential knowledge required for working in the field successfully.

What support do students get?

Learning Material

All the core learning material will be provided to you from the college. You don't have to buy any text books. However we encourage our students to conduct their own further reading.

Additional Supporting Material

Additional support material and useful links are available on the LMS (Learning Management System) for further reading.

Tutor Support

When you enroll on any of our courses you are assigned a personal tutor to support you with your studies. You complete all this work under the supervision and guidance of your tutor who provides you feedback on your assignments and course work on regular basis throughout your course.

Online Discussion Forum

Our online forums enable you to share ideas with other students and support each other throughout your studies. Tutor's regularly review the forums and reply to student's questions or concerns.

Is the course accredited?

This course has been accredited under ABC Awards QLS (Quality License Scheme) by Brentwood Open Learning College. ABC Awards is a leading national Awarding Organisation, regulated by Ofqual, and the Welsh Government for their qualifications on the national framework i.e. the Qualifications and Curriculum Framework (QCF). It has a long established reputation for developing and awarding high quality vocational qualifications across a wide range of industries.

As a registered charity, ABC Awards combines 180 years of examination and assessment expertise but also implements a responsive, flexible and innovative approach to the needs of our customers.

How much does it cost?

The full course fee is **£560**

There are two Options available for you.

Option 1

When paying full fee in advance you will get **£100** fee discount and will pay **£460** for the complete course.

Option:2

When paying in instalments you will pay **£560** for the complete course. This fee will be paid according the following schedule:

At the time of admission **£104**. Then **12** instalments of **£38** each.

The fee covers complete cost of your course which includes: the cost of registration, course study material, tutor support and certification fee.

Payment Methods

We at BOLC offer you the variety of payment methods to make the payment process easily manageable. You can choose any of the following methods to pay your fee:

☞ **Credit or Debit Card**

☞ **PayPal**

☞ **Bank Transfer**

Can I pay my fees in instalments?

Yes, you can pay your fee in up to 12 interest free monthly instalments. However there is special fee discount available for those paying in full at the time of admission.

Career opportunities

You could be employed by a marketing agency or consultancy, or you could work for an in-house marketing department in all kinds of businesses or public sector organisations. You may also choose to become a freelance marketing consultant or set up your own consultancy.

How to Apply?

Online:

You can enroll online by completing the **Apply Online** form on **www.bolc.co.uk**

OR

Email:

You can contact us on **admissions@bolc.co.uk** and we will send you all the course information along with the application form which you can fill in and return to us on the same email. After processing your application form we will send you an invoice for the payment of your fee along with guidance on making payment.



Apply Now!



CONTACT US

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