Unit Title: **Principles of Marketing Stakeholder Relationships**

Unit Credit Value:	**3**
Unit Level:	**Three**
Unit Guided Learning Hours:	**16**
Ofqual Unit Reference Number:	**J/502/9938**
Unit Review Date:	**31/08/2017**
Unit Sector:	**15.4 Marketing and Sales**

Unit Summary

This unit concerns understanding marketing stakeholder relationships, how to build and manage marketing stakeholder relationships and how to monitor and control marketing stakeholder relationships.

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Unit Information

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

This unit has 3 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Understand marketing stakeholder relationships	1.1. Explain the basis on which the need for marketing **stakeholder** relationships are identified and prioritised 1.2. Explain the use of **stakeholder mapping** in developing ways of building relationships 1.3. Describe the nature of interest of different stakeholder groups and how this affects the nature of relationships and communications 1.4. Explain the significance of stakeholders to the achievement of the overall marketing strategy 1.5. Describe the **features** of the market in which stakeholders operate 1.6. Describe how to establish stakeholders' attitudes to an organisation 1.7. Describe actual and potential **synergies** and **conflicts** between clients and other stakeholders

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
2. Understand how to build and manage marketing stakeholder relationships	2.1. Explain how to identify common goals and potential synergy between stakeholders and an organisation 2.2. Explain the importance of engaging stakeholders in marketing activities 2.3. Explain the basis upon which stakeholder **communications plans** are developed 2.4. Explain the requirements of a competitor management strategy 2.5. Explain the importance of agreeing common objectives with clients 2.6. **Describe** the scope of generalist and specialist personnel that can be deployed in support of building long term relationships with clients

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
3. Understand how to monitor and control marketing stakeholder relationships	3.1. Explain the use of key performance indicators and success criteria in monitoring the effectiveness of stakeholder relationships
	3.2. Describe **methods** of monitoring the ongoing effectiveness of stakeholder relationships
	3.3. Explain the importance of effective stakeholder communications and feedback system
	3.4. Explain how changes in the **market environment i**n which stakeholders operate may have an impact on relationships
	3.5. **Explain** how to develop strategies and plans that address changing stakeholder attitudes and needs
	3.6. Explain how to develop **reporting systems** that meet agreed success criteria
	3.7. Explain the importance of reviewing the effectiveness of collaborative arrangements with stakeholders

Assessment Guidance

    Learning Outcome 1

        1.1 Stakeholders: internal and external customers, investors, client, shareholders.

        1.2 Stakeholder mapping: referring to a tool to analyse the relationship between stakeholders, e.g. areas of communality between stakeholders.

        1.5 Features: political, economic, social, technological, legal, ethical.

        1.7 Conflict: internal and external conflict.

        1.7 Synergies: working in partnership.

    Learning Outcome 2

        2.3 Communication plans: service level agreements, frequency of updates.

        2.6 Describe: learners should know the structure of a marketing department and the individual roles and responsibilities.

Learning Outcome 3

3.2 Methods: survey, annual review, ad-hoc contact, account management.

3.4 Market environment: political, economic, social, technological, ethical, legal, competitors.

3.5 Explain: learners should consider the impact of the changes in market environment in AC 3.4.

3.6 Reporting systems: CRM system, internal communication (verbal/non-verbal).

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