

BTEC Level 5 HND Diploma in Business (Marketing)

Edexcel



- Online-based distance learning
- Stand alone course or part of 3 year degree

Qualification

On successful completion of the programme you will be awarded a BTEC Level 5 HND Diploma in Business (Marketing).

Awarding Body

Edexcel

Course Description

The HND Diploma in Business (Marketing) is designed for those who wish to develop their professional expertise and skills across a range of essential business and marketing areas.

The HND Diploma in Business (Marketing) can be studied as stand-alone programme or can form part of a three-year degree programme leading to the Anglia Ruskin University BA (Hons) Business (Marketing). Successful completion of the HND allows direct entry to a one-year topup to Honours Degree.

Mode

Online distance learning

Course Content (Modules)

Comprises 8 units for the HNC and a further 8 units for the HND:

HNC (total 8 units):

1. Marketing Principles

- Concept and process of marketing
- Concepts of segmentation, targeting and positioning
- Individual elements of the extended marketing mix
- The marketing mix in different contexts

2. Managing Financial Resources and Decisions

- Sources of finance available to a business
- The implications of finance as a resource within a business

- Make financial decisions based on financial information
- Evaluate the financial performance of a business

3. Organisations and Behaviour

- Relationship between organisational structure and culture
- Different approaches to management and leadership
- Motivational theories in organisations
- Mechanisms for developing effective teamwork in organisations

4. Business Environment

- Organisational purposes of businesses
- Nature of the national environment in which businesses operate
- Behaviour or organisations in their market environment
- Significance of the global factors that shape national business activities

5. Personal and Professional Development

- Self-managed learning
- Personal and professional development
- Personal and professional development plan
- Interpersonal and transferable skills

6. Aspects of Contract and Negligence for Business

- Essential elements of a valid contract in a business context
- Elements of a contract in business situations
- Principles of liability in negligence in business activities

7. Human Resource Management

- Difference between personnel management and human resource management
- How to recruit employees
- How to reward employees in order to motivate and retain them
- Mechanisms for cessation of employment

8. Business Decision Making

- Sources for the collection of primary and secondary data
- Techniques to analyse data effectively for business purposes
- Produce information in appropriate formats

for decision making in an organisational context

- Software-generated information

HND (total 8 units):

9. Working with and Leading People

- Recruitment, selection and retention procedures
- Styles and impact of leadership
- Teamworking
- Assessing the work and development needs of individuals

10. Advertising and Promotion in Business

- Scope of marketing communications
- Role and importance of advertising
- Below-the-line techniques and how they are used
- Plan integrated promotional strategies

11. Marketing Intelligence

- Understand buyer behaviour and the purchase decision-making process
- Use marketing research techniques
- Assess market size and future demand
- Measure customer satisfaction

12. Marketing Planning

- Compile marketing audits
- Main barriers to marketing planning
- Formulate a marketing plan for a product or service
- Ethical issues in marketing

13. Sales Planning and Operations

- Role of personal selling within the overall marketing strategy
- Apply the principles of the selling process to a product or service
- Role and objectives of sales management
- Plan sales activity for a product or service

14. Project Management for Business

- Project management principles
- Manage a project's human resources
- Apply project processes and procedures



15. Business Strategy

- Organisations purposes of businesses
- Nature of the national environment in which businesses operate
- Behaviour of organisations in their market environment
- Global factors that shape national business activities

16. Research Project

- Formulate a research specification
- Implement the research project
- Evaluate research outcomes
- Present research outcomes

Assessment

Assessment is via a mix of assignments, one examination and a project.

Duration of Programme

The BTEC Level 5 HND Diploma in Business (Marketing) is normally studied over a period of two years but can be extended to a maximum of four years. The maximum study period for each module is up to 6 months.

Entry Requirements

The standard entry requirements are as follows:

- An A Level pass or equivalent.
- English language ability equivalent to IELTS 5.5

Applicants whose educational qualifications do not meet the standard entry requirements but have at least two years full-time work

experience will be considered on an individual basis.

Candidates should have English language ability equivalent to an IELTS score of 5.5

What's Included

RDI's virtual learning environment ilearn is used to deliver all resources for this course including:

- Study materials - Access electronic copies of your learning materials and important information, such as assessment instructions, whenever and wherever you are.
- Tutor support - Tutors use live chats and forums to stimulate discussions, request input and highlight external sources.
- External resources - Links to external sources can include key journal articles, your university's online library, sites of topical interest, etc.
- Discussion with other students - Forums allow students to come together, share thoughts and ideas and you can initiate topics that you want to discuss with your fellow students.

Workload

We recommend an average of 8-10 hours study time per week for this programme.

Exemptions

No exemptions are allowed for this programme.

Enrolment dates

November, February, May and August.

How to apply

In addition to a completed application form:

- Copies of your relevant certificates and/or transcripts.
- One suitable reference. Please note we can only accept academic and/or professional work references.
- Copy of you CV detailing your work history (if you do not have A Levels).

W Apply Online
Visit our website: www.rdi.co.uk/apply

@ Email Us
Email applications@rdi.co.uk

☎ Call Us
Contact us today on FREEphone
0800 COURSES / 0800 268 7737