

Level 1



# MARKETING

diploma





## Overview

Marketers are charged with driving organic growth for their businesses. This program prepares you to build and execute an integrated marketing strategy that aligns your business with consumer needs and differentiates it from the competition. Whatever your industry, you will emerge with the frameworks, concepts and tools to drive profitable growth through a more forward-thinking approach to marketing strategy development and implementation.



## Learning Objectives

1. Describe the scope and process of marketing.
2. Describe the elements of a marketing strategy.
3. Understand the marketplace and customer needs and wants.
4. Examine how marketing operates in a complex and changing environment.
5. Identify the Major environmental forces and how it shapes the marketing opportunities and threats.
6. Explore how marketers gain insights into consumers and the marketplace.
7. Understand how to affect the whats, whens, and hows; of buyer behaviour.
8. Identify the final consumer buying behaviour and factors that influence it.
9. Understand how to divide the market into meaningful groups, which customer group to serve, and position the offerings in the minds of consumers.
10. Examine the usage of the digital platforms in marketing and delivering customer value.
11. Understand the digital media planning process.
12. Evaluate and develop the digital channels performance.

*Marketing is the Art of creating  
genuine Customer Value.*

*-Philip Kotler*

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Business Management

# PROGRAM OUTLINES



## MODULE 1: MARKETING FUNDAMENTALS (20 GLH)

### Learning Outcomes

1. Understand core marketing principles
2. Analyse customer needs and markets
3. Apply segmentation, targeting, and positioning (STP)
4. Craft customer value propositions

### Topics:

Topic 1: Introduction to Marketing Concepts  
Topic 2: Understanding Customer Behaviour  
Topic 3: Market Research and Data Collection  
Topic 4: Segmentation, Targeting & Positioning (STP)  
Topic 5: Marketing Mix: Product and Price Strategies  
Topic 6: Marketing Mix: Place and Promotion Strategies  
Topic 7: The Extended Marketing Mix — People and Process  
Topic 8: The Extended Marketing Mix — Physical Evidence and Integration



## MODULE 2: DIGITAL MARKETING FUNDAMENTALS (20 GLH)

### Learning Outcomes

1. Leverage digital channels for marketing
2. Analyse online customer behaviour
3. Develop a digital marketing strategy

### Topics:

Topic 1: Digital Marketing Landscape  
Topic 2: Social Media Marketing  
Topic 3: Content Marketing  
Topic 4: SEO & SEM  
Topic 5: Email Marketing Campaigns  
Topic 6: Influencer & Affiliate Marketing  
Topic 7: Analytics & KPIs  
Topic 8: Online Reputation Management

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# PROGRAM OUTLINES



## MODULE 3: AI IN MARKETING (20 GLH)

### Learning Outcomes

1. Understand AI applications in marketing
2. Utilise AI tools for content creation
3. Evaluate ethical considerations in AI usage

### Topics:

- Topic 1: Overview of AI in Marketing
- Topic 2: AI Tools for Content Creation (text, image, video)
- Topic 3: AI in Social Media & Community Management
- Topic 4: AI in SEO & SEM
- Topic 5: Personalisation with AI
- Topic 6: Ethical Considerations in AI Marketing
- Topic 7: AI in Customer Engagement Automation
- Topic 8: Case Studies: AI-Driven Campaigns



## MODULE 4: BRAND & COMMUNICATION ESSENTIALS (20 GLH)

### Learning Outcomes

1. Develop brand strategy
2. Design effective communication plans
3. Manage customer relationships and loyalty

### Topics:

- Topic 1: Building Strong Brands
- Topic 2: Brand Equity & Positioning
- Topic 3: Communication Strategy
- Topic 4: Integrated Marketing Communication (IMC)
- Topic 5: Developing Compelling Brand Narratives
- Topic 6: Managing Mass & Digital Communications
- Topic 7: Managing Customer Touchpoints
- Topic 8: Basic CRM & Loyalty Programs

# PROGRAM OUTLINES

## Methodology and Purpose;

This diploma was built on the executive basis of the information and not just the presentation of marketing information, so after completing the course, the student will be able to implement the actual and efficient marketing science in business.

## Contact us

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