

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Marketing in a Logistics Environment
Unit Reference Number:	L/618/7515
Level:	Level 3
Credit Value:	4
Minimum GLH:	35

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the role and function of marketing within a logistics organisation	1.1 Explain the purpose of marketing and why it is important to logistics organisations
	1.2 Outline the customer base for an organisation in the logistics sector
	1.3 Explain how marketing can inform business strategies and plans
2. Be able to collect and analyse information about the marketing environment	2.1 Evaluate sources of data commonly used in marketing
	2.2 Explain how to collect primary data used in marketing and business planning
	2.3 Collect primary data
	2.4 Analyse the data collected to identify market trends within the logistics and transport sector
3. Be able to analyse consumer buying behaviour to inform the development of a marketing plan	3.1 Explain the produce lifecycle model and its relevance to a logistics organisation's services
	3.2 Apply the marketing mix model to a logistics organisation's services giving consideration to at least two types of logistics operations

	3.3 Analyse the consumer buying behaviour for a logistics organisation's services
4. Be able to develop a marketing plan for a logistics organisation	4.1 Evaluate appropriate tools used for marketing analysis
	4.2 Carry out strategic marketing analysis for a logistics organisation
	4.3 Develop a marketing plan for a logistics organisation
	4.4 Present a marketing plan for a logistics organisation

Learning Outcome 1 - Indicative Content

Learners should consider the role of the marketing department and how it fits into the structure of an organisation in the logistics sector. The macro and micro marketing environment including demographics, economic, political. Ecological, socio-cultural technological, customers, producers, suppliers, intermediaries and marketing channels.

Learning Outcome 2 - Indicative Content

Learners should consider the methods of data gathering to include desk research, online tools, surveys, interviews, competitor analysis, tracking of social media and digital marketing, registration and subscription data. Analysis and frameworks for interpretation of data including SWOT analysis (strengths, weaknesses, opportunities and threats,) PESTLE (political, economic, social, technological, legal and demographic).

Learners should also consider frameworks for competitor analysis and produce development/diversification including using Porter's Five Forces and Ansoff Matrix for determining market penetration, product development and opportunities for diversification.

Learning Outcome 3 - Indicative Content

Learners should consider the produce life cycle including, inception, introduction growth, maturity, decline and removal. In addition, factors that influence customer behaviour including, product, price, place and promotion (the Marketing Mix).

Learning Outcome 4 - Indicative Content

Learners should consider the function of a marketing plan and the key aspects that should be reflected in the plan including developing a marketing plan. This should include market research, environmental analysis, market analysis, competitor analysis, target market, strategic intent and tactical approaches.