

Marketing Plan

Applying for this course

This course is for persons who completed compulsory schooling up to 65 years of age. Individuals must also be in possession of an MQF Level 2 qualification in English. If you do not have these qualifications but possess other qualifications or relevant experience, kindly contact us on ga.jobsplus@gov.mt. stating your ID card number, attaching copies of your qualifications and a copy of your CV highlighting your work experience.

Course Duration

This course is of 10 hours duration and consists of one Module - (including 2-hour assessment).

General pedagogical guidelines and procedures for this course:

The delivery of this Course will be mainly held through a series of discussions, class work exercises and hands-on training. These will enable learners to practice and consolidate the classroom training. The trainer will also be holding lessons with the learners which will consist of various presentations, including demonstrations.

General assessment policy and procedures for this course:

The assessment will vary from one module to the other. For this module, the learner will be assessed through a project/assignment. This assessment method gives tutors the opportunity to review and consolidate the learning being covered.

Module 1 Learning Outcomes – Marketing Plan

<ul style="list-style-type: none">✓ Create a market plan✓ Be responsible for carrying out a SWOT analysis✓ Carry out Strategic Competitor Analysis	<ul style="list-style-type: none">✓ Be responsible for setting out appropriate and realistic marketing objectives – SMART objectives✓ Monitor one's marketing plan for changes in the business environment✓ Produce a marketing budget
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Module 1 Assessment:

The learner will be assessed by an assignment. Trainees will be given a task which they have to complete and submit to the Trainer. This will carry a total of 80% of the global mark.

An ongoing assessment for learning by way of oral and practical exercises will take place throughout the entire unit, to assess and consolidate the learning being covered. This will carry a total of 20% of the global mark.

Trainees are required to obtain a pass mark (45%) in both the Assignment and the Ongoing Assessment.

The Malta Further and Higher Education Authority (MFHEA) deems this certificate to be at Level 4 of the Malta Qualifications Framework and the European Qualifications Framework for Lifelong Learning. This course comprises study modules to which a total of 1 ECTS points are assigned.