

Unit Title:	Principles of Marketing: Stakeholder Relationships
Unit Level:	Three
Unit Credit Value:	3
Unit Code:	WNI794
Unit Type:	Academic Subject Content
Unit Review Date:	31/12/2028
Graded / Ungraded:	Graded

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 prioritized. 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 organization. 1.7 Describe actual and potential synergies and conflicts between clients and other stakeholders.
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 organization. 2.2 Explain the importance of engaging stakeholders in marketing activities.

	<p>2.3 Explain the basis upon which stakeholder communications plans are developed.</p> <p>2.4 Explain the requirements of a competitor management strategy.</p> <p>2.5 Explain the importance of agreeing common objectives with clients.</p> <p>2.6 Describe the scope of generalist and specialist personnel that can be deployed in support of building long term relationships with clients.</p>
<p>3. Understand how to monitor and control marketing stakeholder relationships.</p>	<p>3.1 Explain the use of key performance indicators and success criteria in monitoring the effectiveness of stakeholder relationships.</p> <p>3.2 Describe methods of monitoring the ongoing effectiveness of stakeholder relationships.</p> <p>3.3 Explain the importance of effective stakeholder communications and feedback system.</p> <p>3.4 Explain how changes in the market environment in which stakeholders operate may have an impact on relationships.</p> <p>3.5 Explain how to develop strategies and plans that address changing stakeholder attitudes and needs.</p> <p>3.6 Explain how to develop reporting systems that meet agreed success criteria.</p> <p>3.7 Explain the importance of reviewing the effectiveness of collaborative arrangements with stakeholders.</p>

Assessment (Graded)

- | | |
|---|-----------------|
| 1. Meets assessment criteria | At least a Pass |
| 2. Further grading | |
| <ul style="list-style-type: none"> ▪ Meets assessment criteria but not merit grading standards | Pass |

- Meets assessment criteria and merit but not distinction grading standards Merit
- Meets assessment criteria and distinction grading standards Distinction