



EduQual Diploma in Business and Marketing Strategy (SCQF Level 11)

QUALIFICATION SUMMARY

FROM JULY 2026
ISSUE 3.1

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1 Introduction and Summary

The EduQual Diploma in Business and Marketing Management (SCQF Level 11) is a Regulated Qualifications Framework (RQF) equivalent Level 7 Qualification. It is designed to offer Learners without prior marketing experience the knowledge and skills they need to be operationally effective in a career in the marketing field, and to facilitate their progression to higher levels within their organisation.

Managers need to be aware of issues, able to analyse their potential outcomes and consequences, and decide how to react. They do not have to be expert in all areas of marketing, but they need to possess a general awareness of marketing issues. The Qualification includes contemporary topics reflecting key issues within the 21st century marketing environment, as well as the latest developments in management research. For those Learners that do have prior experience in marketing and who also possess a professional Qualification, the pathway through this Qualification will develop their professional competence.

The Qualification has been produced to conform to the requirements of the RQF, the SCQF, the National Occupational Standards (NOS) for developing marketing strategies, and the relevant Quality Assurance Agency (QAA) subject benchmark statements.¹

2 Aims

The aims of this Qualification will allow Learners to:

- Gain a sound and coherent foundation in marketing, such that they will be able to define and execute practical marketing interventions that exist in professional practice
- Synthesize and critically evaluate theoretical frameworks of strategic marketing, business ethics, design and innovation as applied to marketing
- Demonstrate an understanding of the practical value of these frameworks in a range of strategic business situations
- Create frameworks for understanding and analysing marketing processes in diverse organisational types, encountering different and changing marketing environments
- Develop practical research and analytical capabilities in the context of market-driven strategy, and in particular in the formulation of value propositions in provider-customer relationships
- Review, modify, synthesize and apply transferable marketing concepts and skills in the management of product and market development, in particular from the strategic perspective
- Critically assess market-sourced data and information from a variety of organisations and use this for strategic marketing and decision-making
- Evaluate a variety of creative approaches to product and service design, creativity and innovation that may contribute to organisational wealth

¹ QAA master's in business and management June 2015 (Type 3).

3 Teaching, Learning and Assessment

The EduQual Diploma in Business and Marketing Strategy (SCQF Level 11) is designed for Learners who have gained a considerable degree of subject knowledge and proficiency from undergraduate studies, experience within the workplace, or both.

The approach to study is essentially one of self-direction, critical reflection and evaluation. Learning strategies should include group work and group presentations, interactive discussion groups, working with local business organisations, and self-managed learning.

Learners are encouraged to apply knowledge and to show a critical awareness of current management and marketing situations and problems. Learners are also expected to use the results of current and recent research and case studies to analyse, evaluate and appraise established methods, practices or techniques.

Teaching input should be provided via a wide range of approaches including lectures and seminars (online and/or face to face), video and case studies. Particular emphasis is placed on team approaches and the setting of work-based tasks at a strategic level.

Assessment strategies have been designed to promote strong practical and professional orientation and to enable Learners to develop a range of practical management and marketing skills relevant to senior roles in their organisation. Work-based assignments are used where relevant and practical in order to help Learners:

- relate their learning to their work environment
- increase their knowledge of that environment
- synthesise ideas in application
- communicate outcomes to others in different management and marketing situations
- raise their profile and ensure that employers gain immediate practical benefit
- access increased employability/progression opportunities.

4 Entry Requirements

- The CIM (Chartered Institute of Marketing) Professional EduQual Diploma in Marketing

Or:

- An honours degree in a cognate discipline, normally at a minimum of lower second-class honours (2:2 – equivalent to GPA 3.0 or above for US degrees)
- (Holders of other awards, including those from non-UK universities, will be considered on the equivalence of their Qualifications)
- Plus at least two years' relevant work experience in managerial roles

Or:

- A minimum of 5 years' managerial work experience in a Marketing or Business Managerial roles and evidence of ability to study at postgraduate level

And:

- Applicants for whom English is not a first language will be expected to demonstrate a certified level of proficiency of at least IELTS (International English Language Testing System) 6 or above.

5 Recognition of Prior Learning (RPL)

RPL (sometimes referred to as APL) may be claimed by a Learner in situations where:

- The Learner has already studied SCQF/RQF equivalent Level 11/7 Units that meet the Learning Outcomes of one or more Units of this Qualification²
- The Learner can also produce evidence to demonstrate how each of the assessment criteria of those Learning Outcomes have already been met.

In such a case, those matching Units can be exempted from study, credits can be claimed and the evidence supporting the RPL claim can be included in the Learner's portfolio of evidence when claiming the award.

6 Progression

Learners completing the EduQual Diploma in Business and Marketing Strategy (SCQF level 11) will be able to progress to the Masters stage of an MA in Marketing Qualification.

² Such RQF Level 7/SCQF Level 11 Units may be regulated/credited by any UK regulatory authority for Qualifications: for example, Ofqual or SCQF.

7 Curriculum

The EduQual Diploma in Business and Marketing Strategy is a SCQF Level 11 (RQF equivalent Level 7) Qualification. The Qualification consists of 5 Units, all of which are compulsory, as shown:

EduQual Diploma in Business and Marketing Strategy (SCQF Level 11) Compulsory Units		
Unit Title	SCQF Level	Credits
Global Marketing	11	40
Marketing for SMEs, the Public Sector and the Third Sector	11	20
Marketing Management in Practice	11	20
Strategic Financial Management	11	20
Strategic Management	11	20
Total Credits		120

8 National Occupational Standards (NOS)

The table below maps the knowledge covered in the EduQual Diploma in Business Marketing and Strategy (BMS) against the underpinning knowledge of Units from the NOS for Management and Leadership (2012).

BMS Unit Title	Credits	NOS Units
Global Marketing	20	CA1, EC4, BA9, BB3, FB1, FB2, FB3, FB4, FB5
Marketing For SMEs, The Public Sector and The Third Sector	30	CA1, EC4, BA9, BB3, FB1, FB2, FB3, FB4, FB5
Marketing Management in Practice	20	BA9, BB3, FB1, FB2, FB3, FB4, FB5
Strategic Financial Management	20	EA1, EA2, EA3, EA4
Strategic Management	30	BA4, BA5, BA6, BA8, FA1, FA2

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9 QAA Benchmark Statements

The EduQual Diploma in Business Marketing and Strategy is a SCQF Level 11/RQF equivalent Level 7 Qualification and has been developed using the QAA Benchmark Statement (2015) on Master's Degrees in business and management (Type 3). Please see this [link](#) for more information.

The Learning Outcomes for this Qualification are based upon the statements below, which have been produced with reference to the benchmark statements on page 13, sections 5.1 and 5.2, of the QAA document.

9.1 Knowledge and understanding

Upon successful completion, a Learner will be expected to be able to:	
A01	Demonstrate deep knowledge and understanding of business management and marketing while placing it within its wider organisational and contextual framework
A02	Show understanding of the current issues and thinking in business management and marketing
A03	Display knowledge of the techniques applicable to research in the business management and marketing discipline
A04	Identify and apply analytical business management and marketing tools and techniques from internal and external perspectives
A05	Recognise value propositions and interpret these towards added value and organisational wealth
A06	Distinguish between product-market relationships from the strategic perspective

9.2 Intellectual (thinking) skills

Upon successful completion, a Learner will be expected to be able to:	
B01	Use business management and marketing theory as a way of interpreting complex marketing problems
B02	Generate integrated product-market solutions by applying marketing planning tools and techniques
B03	Derive novel approaches to the setting of business management and marketing strategies and objectives from theoretical models and observed professional practice
B04	Assess the contribution of design, innovation and creativity to the development of enhanced customer value

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9.3 Practical skills

Upon successful completion, a Learner will be expected to be able to:	
C01	Acquire business data and information from numerous organisational sources and apply quantitative and qualitative analyses for decision-making
C02	Assess customer, client and consumer relationships towards value-added marketing propositions
C03	Apply business management and auditing tools and techniques, summarise findings and communicate these in an influential way to mixed senior management audiences
C04	Interpret marketing planning documents and strategic plans, and communicate summary findings to others
C05	Use concepts of design, innovation and creativity in a variety of novel product-market situations, including public and private sectors and international settings

9.4 Transferable skills

Upon successful completion, a Learner will be expected to be able to:	
D01	Analyse business management and marketing information, organise it, and present it
D02	Explain complex business planning problems and subjects concisely in summary, orally and in writing
D03	Structure compelling and persuasive arguments
D04	Defining and redefining product-market scenarios using quantitative and qualitative data
D05	Restate various product and service benefits from design standpoints to enable others to appreciate contrasting perspectives and problems
D06	Construct action-orientated forms of business management and marketing reports from an impartial standpoint
D07	Show high self-esteem and personal integrity through critical self-reflection and the contribution of others

10 Learning/teaching methods and strategies

The Learning Outcomes will be achieved by the use of the following learning and teaching methods and strategies:

- Learning and teaching situations such as lectures, tutorials and seminars
- Live and simulated case studies
- Independent and group activities (class and non-class based)
- Guest speakers and subject specialists
- Personal and professional reflective practice and self-criticism

11 Assessment Methods and Strategies

The following assessment strategies will be adopted to achieve the Learning Outcomes:	
Assessments in the form of management and marketing reports with a strong practical and professional orientation to the workplace will include:	
• Case studies which critically examine key strategic management and marketing issues within contemporary business organisations.	
• Group presentations which present arguments in a coherent and insightful manner.	
• Project work carried out and reported upon based on work experience.	
Formative assessment will include:	
• Peer review of work between individuals and groups	
• Material presented in class where clarity of argument, theoretical bases and evidence of depth of thought is supported with references to theory and currency of thought.	
• Feedback in class situations on topics of current interest, and from textual material and research papers and articles.	
• Evidence of the breadth of research may include internet sources, where appropriate to the curriculum topics covered.	
Summative assessment will be by assignment which may include work such as:	
• Management and marketing reports which critically assess strategic issues and make clear recommendations for successful implementation.	
• Group presentations which coherently and concisely present analysis of strategic issues.	
• A consultancy exercise which encourages group debate and argument, fosters originality of thought and develops sound decision-making.	
• An entrepreneurial project which promotes creativity and makes clear, sound recommendations for practical implementation within a specified context.	
• A research proposal for a business scenario which allows Learners to evaluate and apply research philosophies and methodologies.	
• A portfolio which provides substantial and objective evidence of recent progress in leadership development.	
• Evidence of critical reflection.	

12 Unit mapping to Qualification outcomes

	A01	A02	A03	A04	A05	A06	B01	B02	B03	B04	C01	C02	C03	C04	C05	D01	D02	D03	D04	D05	D06	D07
Global marketing	●	●	●			●	●	●		●	●	●	●	●	●				●	●		●
Marketing for SMEs, the Public Sector and the Third Sector	●	●	●	●		●										●				●		●
Marketing Management in Practice	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●			●	
Strategic Financial Management		●	●	●							●		●					●				
Strategic Management	●	●	●	●			●		●		●		●	●				●			●	

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