

Summary of syllabus update 2016

Emerging themes

Total Qualification Time: 110 Hours

Emerging technologies remain a key theme affecting most industries and consumers, and thus continues to be one of the most explored themes on this unit. As new technologies emerge that seek to bridge the real world with digital, the offline-to-online marketing learning curve only gets steeper. The emerging themes covered will be updated annually in the form of a resources update; ensuring students have exposure to the latest thinking from a variety of disciplines.

There have been no explicit changes to the syllabus in terms of indicative content at a prescriptive level, but the potential themes have been updated to reflect more of the digital marketing developments as highlighted. In addition, a number of the suggested seminar activities have been updated to reflect the digital marketing developments.

The Senior Examiner has altered the second paragraph of the introduction to the unit to include the significance of various emerging themes from both an external macro environment perspective and micro environment, and how best students can take these into account when developing and implementing marketing strategies.

Potential macro-environmental emerging themes:

- Political (Government concerns about online Fraud and cybercrime have been added)
- Legal (Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011 and self-regulatory rules (such as the UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing more commonly referred to as the CAP Code.) Data protection rules due to be updated in 2018 (EC updated data protection rules in December 2015 have been added)
- Technological (social media, content marketing, Big Data, wearable tech such as trackers, watches, augmented reality, Internet of Things, Paid search marketing have been added)

Potential micro environmental emerging themes:

- Changing consumers (more portfolio careers, more home working, more part time, telecommuting)

Syllabus - emerging themes (10 credits)

Students should be able to critically evaluate the impact of a range of new and emerging themes on marketing, business organisations and the changing marketing environment. In addition, this unit will also help students to build and refine the skills necessary to anticipate and adapt to future changes. In undertaking a critical evaluation of the key themes, students should be able to take a strategic perspective of the impact of these themes at a sectoral or industry level, as well as upon an organisation or another one they know well.

By the end of the unit, students should be able to critically assess and evaluate the significance of various emerging themes from both an external macro environment perspective and micro environment, which is the immediate area of operations that affect an organisation's performance and strategy and to demonstrate an ability to recognise the strategic importance of key theme. In addition, students need to consider how best to take them into account when developing and implementing marketing strategies. Finally, by the end of the unit students will have established strategies and mechanisms for anticipating future trends and emerging themes.

Note, the syllabus includes the themes, but the actual content (examples below in brackets) will be updated annually to reflect the one, two or three most influential recent developments.

Potential macro-environmental emerging themes:

- Political (eg, devolution, network governance, Digital Economy Act 2010, Government concerns about online Fraud and cybercrime)
- Legal (Privacy and Electronic Communications (EC Directive) (Amendment) Regulations

2011 and self-regulatory rules (such as the UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing more commonly referred to as the CAP Code.) Data protection rules due to be updated in 2018 (EC updated data protection rules in December 2015)

- Economic (eg, credit crunch)
- Social (eg, changing demographics, migration, health and obesity)
- Technological (eg, emerging technologies and their impact on business, social networking/social media 3D printing, telepresence, Google analytics, Web 4.0, T Commerce) Environmental (eg, climate change, content marketing, Big Data, wearable tech such as trackers, watches, augmented reality, Internet of Things, Paid search marketing)

Potential micro-environmental emerging themes:

- Marketing's new ground (eg, societal/social and green marketing, digital marketing)
- Changing consumers (eg, customer power, ethical consumption, more portfolio careers, more home working, more part time, telecommuting, multichannel purchasing, retailtainment, idle sourcing,)
- Changing nature of competition and supply chains (eg, collaboration and competition, mobile Scada)
- Contemporary business strategies (eg, business sustainability and the triple bottom line, digital strategy)
- The marketing professional (eg, intelligence gathering, creative and flexible thinking)

By the end of the unit, students should be able to:

- Critically evaluate a range of key emerging macro-environmental themes and make a critical assessment of their significance for a specific sector or industry.
- Propose strategic marketing responses to the key emerging themes judged to have the greatest potential impact on a specific sector. Responses should reflect contemporary marketing practice (ie marketing's new ground and demonstrate creativity).

Part 1 Macro Emerging Themes **Weighting 50%**

1.1. Critically evaluate macro-environmental emerging themes and assess/forecast their potential impact upon one specific sector or industry:

- Changes in political governance systems and political focus
- Contemporary economic opportunities/challenges
- Social change (at local and global levels)
- Emerging technologies
- Environmental challenges
- Methods of forecasting/predicting change

1.2. Critically evaluate macro-environmental themes and assess/forecast their potential impact upon a specific sector or industry:

- Changes in consumer behaviour
- Changes in nature/structure of competition
- Changes in nature/structure of supply chains

Part 2 Micro Emerging Themes **Weighting 50%**

2.1. Judge the importance of a range of emerging themes to a particular organisation:

- Scenario planning
- Impact/risk assessment

2.2. Develop contemporary strategic marketing and business responses to a prioritised emerging theme:

- Marketing's 'new ground'
- Contemporary business strategies

2.3. Propose methods by which marketing professionals can anticipate and adapt to change:

- Sources of data and intelligence
- Developing intellectual skills and creativity
- New forms of networking