

Unit Title: Principles of marketing stakeholder relationships

OCR unit number: 74
 Level: 3
 Credit value: 3
 Guided learning hours: 16
 Unit reference number: J/502/9938

Unit aim and purpose

This unit aims to develop the knowledge and skills required to build, manage, monitor and control marketing stakeholder relationships.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand marketing stakeholder relationships	The Learner can: 1.1 Explain the basis on which the need for marketing stakeholder relationships are identified and prioritised 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 organisation 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 organisation 2.2 Explain the importance of engaging stakeholders in marketing activities 2.3 Explain the basis upon which stakeholder communications plans are developed 2.4 Explain the requirements of a competitor management strategy 2.5 Explain the importance of agreeing common objectives with clients 2.6 Describe the scope of generalist and specialist personnel that can be deployed in support of building long term

Learning Outcomes	Assessment Criteria
	relationships with clients
3 Understand how to monitor and control marketing stakeholder relationships	3.1 Explain the use of key performance indicators and success criteria in monitoring the effectiveness of stakeholder relationships 3.2 Describe methods of monitoring the ongoing effectiveness of stakeholder relationships 3.3 Explain the importance of effective stakeholder communications and feedback system 3.4 Explain how changes in the market environment in which stakeholders operate may have an impact on relationships 3.5 Explain how to develop strategies and plans that address changing stakeholder attitudes and needs 3.6 Explain how to develop reporting systems that meet agreed success criteria 3.7 Explain the importance of reviewing the effectiveness of collaborative arrangements with stakeholders

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk.