



WES
Recognised

PROFESSIONAL DIPLOMA IN STRATEGIC MARKETING - OTHM

Duration: 6 Months



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WHAT is SNATIKA?

Back in 2020, we saw many hard-working senior professionals stuck in the same position without any prospect for growth. The simple but overlooked reason for this glass ceiling was the lack of reputed academic qualifications on their CV. This lack haunted their career prospects during the pandemic and the subsequent economic disruption. It might be even more so in the future.

The situation was unfair because, due to their commitments and age, senior professionals were deprived of opportunities to pursue any reputed qualifications without hurting their career prospects, financial stability, or family commitments. The idea of enrolling for a Diploma/Certificate, moving away from their hometown, and quitting their jobs was impractical and scary.

Being in the education industry for years, we wanted to help them out of this rough spot. Above all, we wanted to create a online platform where they could pursue their Diplomas or Certificates without quitting their jobs, moving away from their families, or getting into debt without a source of income.

This is how SNATIKA was created in Mumbai, India. Our founders and the team had decades of experience in the education industry, which gave us a head start. We knew our adult learners needed nothing less than a reputed and globally recognised diploma to make it to the top. We partnered with reputed international education institutions to provide our learners with academic qualifications. SNATIKA has also been ISO certified for its Admission Process and Academic Delivery Process. We continue to provide one of the largest bouquet of programs exclusively for senior professionals across different domains.

Our mission is to serve senior working professionals with a fair opportunity to pursue career-enhancing professional programs on our state-of-the-art Learning Management System.

SNATIKA™
Boosting Careers of Professionals

Count on Our Qualifications



Learners are guided by SNATIKA at each level to choose the right program, and the final decision to provide admission rests with SNATIKA. SNATIKA's admission process ensures that only those learners who are apt for the program get admitted to our programs. Learners are provided with the right resource material, academic support, and timely assistance for them to successfully complete their program. We are able to provide this across genders, races, time zones, and geographies because of a strong academic delivery process, which is aptly supported by our PhD/ Doctorate facilitators. SNATIKA's academic delivery process ensures this is done flawlessly.

SNATIKA is certified for ISO 9001:2015 for "Admission Process & Academic Delivery Process."



Universidad Católica San Antonio de Murcia (UCAM) is a fully accredited European University founded in the year 1996. The university is strategically located in Murcia, Spain, with a Campus of more than 16,000 students and around 1,000 professors. The World University Ranking especially highlights the internationalisation capacity of UCAM. The university has a diverse academic offer, constantly adapting and consistent with the real needs of society. MBA degree is awarded by UCAM under the provision of university private degrees – Título Propio.

SNATIKA learners are awarded MBA degrees from UCAM.



Arden University, a UK-based private institution, offers over 90 career-focused programs at its Coventry headquarters and study centers in Birmingham, Manchester, London, and Berlin. Providing flexible education options, Arden emphasizes quality education with global accessibility. Accredited by prestigious bodies like the British Psychological Society, Arden delivers flexible online and blended learning courses tailored to contemporary needs.

Learners are awarded MBA / MSc or BA degrees from Arden University.



OTHM, UK, is an awarding body which is approved and regulated by Ofqual - Office of the Qualification and Examinations Regulations, UK (a UK government department). Ofqual is responsible for maintaining standards and confidence in international qualifications. Ofqual also regulates the National Curriculum Assessments in England. OTHM aims to support professions and industry by providing excellent qualifications that contribute for a highly qualified and experienced workforce.

SNATIKA is an accredited/ approved training partner of OTHM.



QUALIFI, UK is recognised as an Awarding Organisation (AO) by Ofqual-Office of the Qualification and Examinations Regulations in the UK. QUALIFI must assure the regulators to continue the General Conditions of Recognition in England and that of the approved centres must meet the same exacting standards. And these qualifications combine UK standards with relevant international content, so learners can achieve their full potential in today's global economy.

SNATIKA is an accredited/ approved training partner of QUALIFI.



Buckingham University is the oldest of Britain's independent universities and the only one in the UK with a Royal Charter. The university is ranked in the Top 10 by The Complete University Guide 2023 for Student Satisfaction and by The Times and The Sunday Times Good University Guide 2022 for Teaching Quality. It has also been awarded the QAA Quality Mark for meeting or exceeding UK expectations for quality and standards.

This partnership with the university is through LGS.



The University of Gloucestershire, a UK state university, is the degree awarding institution. It is located in the edge of the stunning Cotswolds and has three campuses which are based in Cheltenham and Gloucester. The University is a diverse, vibrant community of 12,000 students and 1,500 staff. The University has scored 90/100 and are placed in the top tier of the new SOS-UK net zero ranking. Ranked 6th globally in the Postgraduate Research Experience Survey, 2019.

This partnership with the university is through IDM.



London Graduate School, UK offers excellent university programmes designed for students to gain knowledge and skills for a fast-changing and complex world. LGS promotes learning and sharing of knowledge by offering a blend of teaching and learning methods that combine personal and professional development with world-class academic knowledge. We have partnered with LGS to provide UK university degrees.

Learners are awarded degrees from a UK University through LGS.

SNATIKA PROFESSIONAL DIPLOMA IN STRATEGIC MARKETING - OTHM

Embark on a transformative learning journey with the Professional Program in Strategic Marketing, culminating in the esteemed OTHM Level 7 Diploma. This immersive six-month program equips participants with a profound understanding of strategic marketing principles, delving into key areas such as "Contemporary Issues and Principles of Marketing," "Digital and Social Media Marketing," and a comprehensive "Marketing Research Project." Tailored for marketing professionals, the curriculum fosters strategic thinking, consumer behavior insights, and proficiency in leveraging digital platforms. The emphasis on "Strategic Brand Management" ensures mastery in building and sustaining powerful brands. Through a practical Marketing Research Project, participants bridge theory with real-world application, honing their strategic marketing skills. Elevate your expertise, navigate dynamic marketing landscapes, and position yourself for success in the competitive realm of strategic marketing.

Who is it meant for?

SNATIKA's Professional Diploma in Strategic Marketing is suitable for:

- Marketing Professionals
- Managers



Eligibility

The eligibility criteria for Professional Program in Strategic Marketing are:

- ▶ Minimum 2 Years of Managerial work experience in Marketing field for Graduates
- ▶ Minimum 5 Years of Managerial work experience in Marketing field for Non-Graduates*

*Only a very small percentage of applicants are approved on the basis of Recognition of Prior Learning (RPL)

MODULES

UNITS COVERED

- Contemporary Issues and Principles of Marketing
- Consumer Behaviour and Market Communications
- Digital and Social Media Marketing
- Contemporary Challenges and Strategic Marketing
- Strategic Brand Management
- Marketing Research Project

OVERVIEW

SNATIKA's Professional Diploma in Strategic Marketing is delivered by SNATIKA through our own LMS. Our Subject Matter Experts have designed the pedagogy that will meet the demands and fulfil the needs of a busy working professional. Our PhD-level Masters Guides will help you through the program.

Program Overview

Unit Specifications

Unit 1: Contemporary Issues and Principles of Marketing

Unit Aims

The aim of this unit is to develop learners' understanding of to evaluate the potential impact of emerging contemporary marketing challenges and apply strategic thinking to develop future marketing using marketing principles in different contexts. The learner will also learn marketing concepts and theory in a range of contemporary settings from entrepreneurial start-ups, industrial manufacturers and global brands, to develop an actionable marketing plan.

Learning Outcomes

- ▶ Understand the role of the marketing function, leaders and entrepreneurial marketing in the success of an organisation.
- ▶ Understand external and internal environmental audits for designing marketing planning.
- ▶ Understand the impact of strategic marketing options for marketing planning.
- ▶ Understand the impact of marketing mix and extended marketing mix options for products and services.



Unit 2: Consumer Behaviour and Market Communications

Unit Aims

This unit aims to develop learners' understanding of a theoretical and practical understanding of processes and factors that influence the consumer behaviour of individuals and organisations. By learning about how consumers make decisions, what motivates them, and how contexts and practices influence consumption, you will be able to strategically apply these insights to the creation of customer value and learn how to critique and challenge current marketing practices and consumer communications. The learners will be able to evaluate how consumer research has been undertaken and develop your intellectual and analytical capabilities vis-à-vis interpreting cultural and societal trends, parallel to psychological consumer processes, to inform marketing decision-making.

Learning Outcomes

- ▶ Understand the fundamental psychological, sociological, structural and cultural factors that influence buying behaviour.
- ▶ Understand the relevance of particular theories, factors, models and concepts related to consumer behaviour.
- ▶ Understanding the marketing research process & customer insight in different contexts including digital contexts.
- ▶ Understand the process of managing customer experience, customer relationship management and market communication.



Unit 3: Digital and Social Media Marketing

Unit Aims

This unit aims to develop learners' a practical introduction to digital and social media technologies (such as Twitter, Facebook, connected devices – the internet of things and affiliate networks and their application within marketing. The module examines the key characteristics of digital and social media, identifies the theoretical underpinnings such as issues of trust and customer engagement together with trends and usage patterns to provide a framework through which to understand and evaluate them. In addition, the module examines the legal and ethical considerations that marketing in a digital world raises. This module teaches you a range of state-of-the art tools and theories of how to use social media effectively to achieve your branding and communication goals. Students will learn the scientific and strategic approach to marketing with hands-on implementation of online marketing & social media strategies.

Learning Outcomes

- ▶ Understand the role of information technology and social media in digital marketing.
- ▶ Understand the changing dynamics of an organisation's environment and its impacts.
- ▶ Recommend resource-led innovative approaches using digital marketing tools to contemporary digital marketing challenges.
- ▶ Understand how to develop digital strategies and an integrated social media campaign for a strategic relationship with the customers.

Unit 4: Contemporary Challenges and Strategic Marketing

Unit Aims

The aim of this unit is to enable learners' to apply financial principles relevant to management in an organisational context, including analytical techniques and theories/models of management accounting, evaluation of budgetary processes, recommending funding sources and appraising investment options.

Learning Outcomes

- ▶ Understand the principles of strategic marketing management.
- ▶ Understand the key innovative business drivers for organisational success.
- ▶ Understand the models and process of analysing business environment and design of Strategic marketing in different contexts.
- ▶ Understand the process of implementation of Strategic marketing in different contexts.



Unit 5: Strategic Brand Management

Unit Aims

This unit aims to develop learners' understanding of the key principles that underpin managing brands and brand equity. The module enables you devise a strategic approach to branding for product/service level consistent with the corporate brand. The learners will develop an understanding of how to do marketing from a branding perspective. The learner will gain the skills to establish and position brand strategy, and also manage the brand so it continues to deliver the brand promise. The learners will also important issues involved in building strong brands and in maximising the value of existing brands in various industries & sectors.

Learning Outcomes

- ▶ Understand the concept of brand and how branding relates to other areas of marketing including, sustainability and corporate communications.
- ▶ Understand branding models, brand equity, brand personality, corporate reputation and corporate communication and their interrelations.
- ▶ Understand the process and factors related to developing and enhancing brand image over time.
- ▶ Understand the development of brand management strategies to meet marketing objectives.



Unit 6: Advanced Business Research Methods

Unit Aims

The aim of this unit is to develop learners' ability to prepare for various types of academically based management research through the development and design of a research proposal. Learners will develop a critical understanding of the philosophical, practical and ethical concepts of research within the context of the business environment.

Learning Outcomes

- ▶ Be able to develop research approaches in a relevant context.
- ▶ Be able to critically review literature on a relevant research topic.
- ▶ Be able to design business research methodologies.
- ▶ Be able to develop a research proposal.



What will you earn?



Level 7 Diploma
OTHM, UK



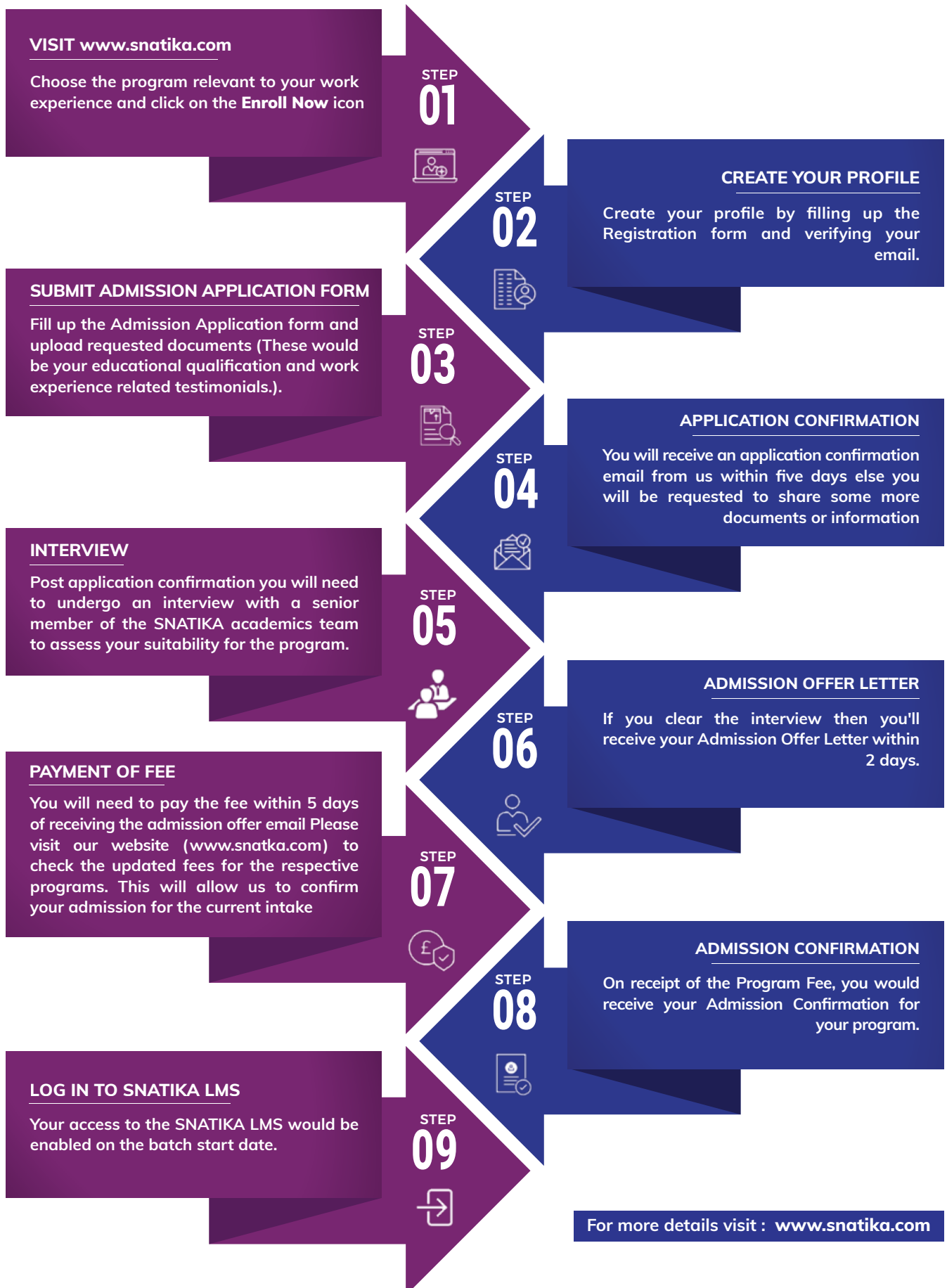
Professional Program Certificate
SNATIKA

Disclaimer: The above images are for reference purposes only.

Admission Process

SNATIKA has limited seats for each program. Therefore we follow a first-come, first-served process of admission and applications are evaluated as soon as they are received. The earlier you apply, the better your chances are for securing your admission to our Professional Diploma given that all the documents and requirements are satisfied.

The step-by-step admission process is outlined below.





INFORMATION

State of the Art LMS

The program delivery happens through the robust and user friendly SNATIKA LMS (Learning Management System). It is accessible 24x7 from anywhere in the world.

The SNATIKA Pedagogy

Our Masters programs have been designed by SNATIKA's Subject Matter Experts who have decades of experience in the education industry. The pedagogy is smartly designed to fit the program content into the busy schedules of professionals. You will need just 2 - 3 hours of daily input to succeed in the program.

The immersive nature of the syllabus, coupled ideally with the learner's experience, makes the program easier to comprehend and complete in the shortest duration. The assignment based assessment makes the learner grasp the concepts from the roots and enhances the research, critical thinking, and writing skills thereby.

PhD Level Guides

SNATIKA learners will be supported by our PhD level Guides upon the batch start date. SNATIKA's PhD level Subject Matter Experts will help you with all the challenges you face academically throughout the program.

Session Dates

Aspiring candidates may join in any one of our yearly sessions. You can check our website for current information on the closing date of admissions and the batch start date (www.snatika.com).

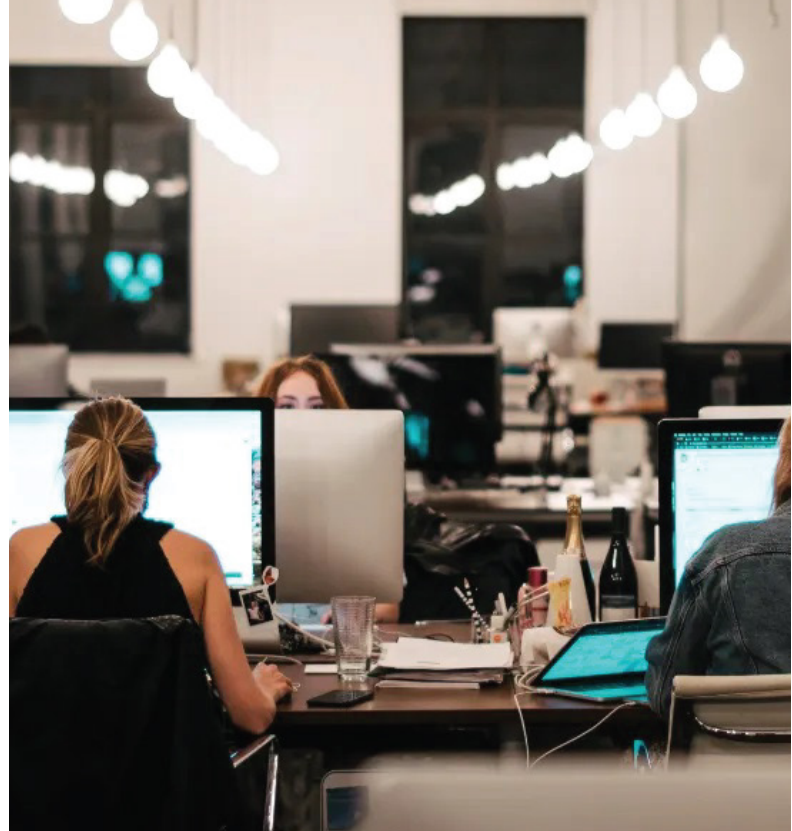
Selection Process

Selection is based on the details provided during the application process. Admission is granted on a first-come-first-served basis.

Program Format- Online

The entire duration of the master's program is delivered through our state-of-the-art LMS (Learning Management Systems).

Your entire learning journey will be managed and recorded by our LMS. You can access your program content, take quizzes, upload assignments and raise tickets for queries.



Duration of the Program

The duration of the program is 6 months.

This duration only changes in case you fail to meet the requirements of the assignment and the deadline passes.

The time commitment required for SNATIKA's Professional diploma is minimal since the programs are formulated for working professionals. You merely need to commit 8-10 hours a week to your studies.

Program Fees

Please visit our website to check the updated fees for the respective programs (www.snatika.com).

All learners are required to deposit the fee in full within 5 days of receiving the admission offer letter email.

To ease the financial burden on your shoulders, we offer an Instalment option for depositing the program fee.

SNATIKA

provides the following professional programs from OTHM (partial list shared)

Level 7 Diploma in Strategic Marketing

Level 7 Diploma in Risk Management

Level 7 Diploma in Project Management

Level 7 Diploma in Public Administration

Level 7 Diploma in Accounting & Finance

Level 7 Diploma in Coaching & Mentoring

Level 7 Diploma in International Business Law

Level 7 Diploma Human Resources Management

Level 7 Diploma in Health & Social Care Management

Level 7 Diploma in Logistics & Supply Chain Management

Level 7 Diploma in Police Leadership and Management

Level 7 Diploma in Strategic Management and Leadership

Level 7 Diploma in Tourism and Hospitality Management

Level 7 Diploma in Education Management and Leadership



SNATIKATM

Boosting Careers of Professionals



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