

Marketing

Syllabus Guide
For Ages 16 – 18

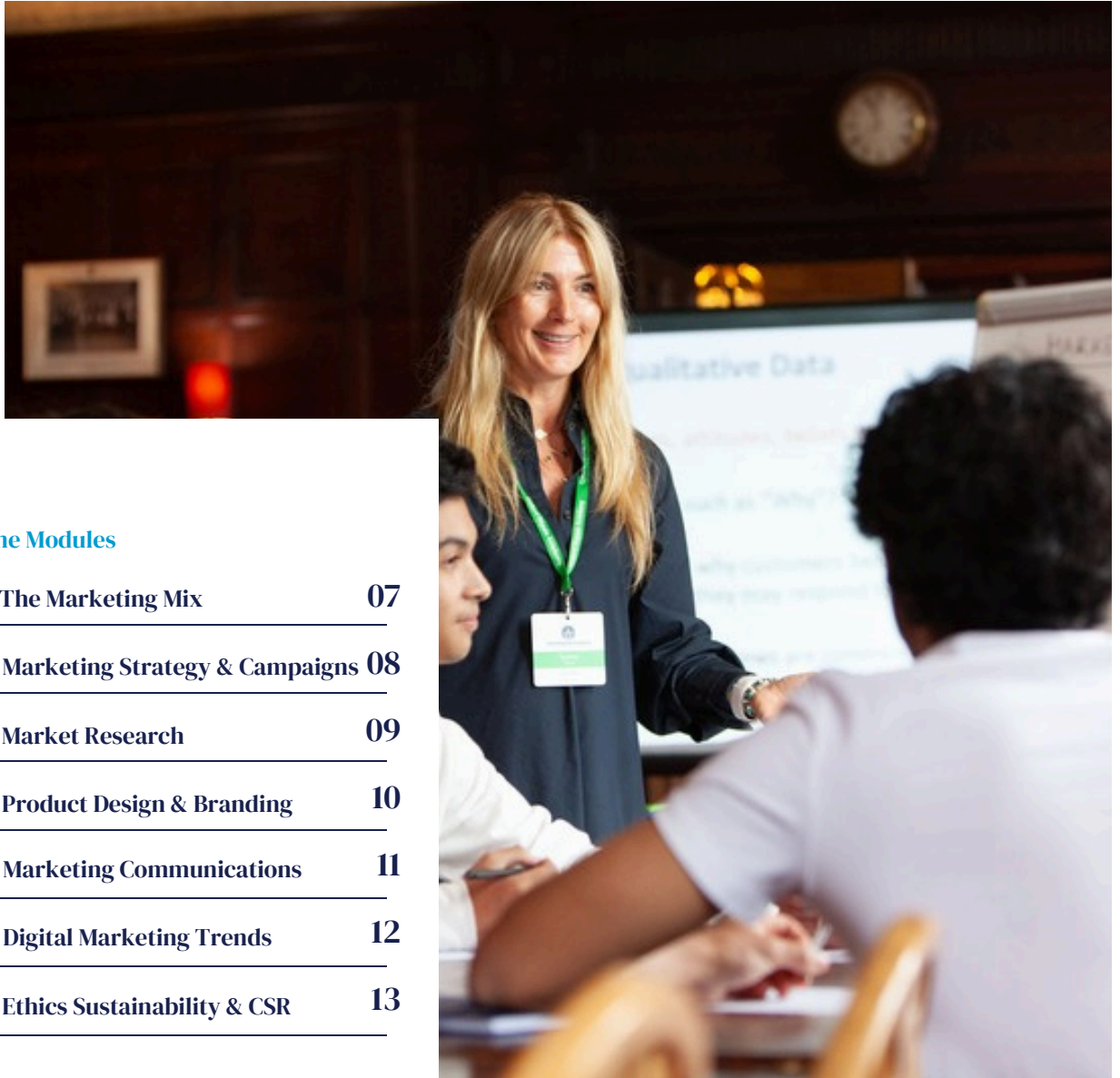


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Programme Overview

Our Marketing programme is designed for students with an existing interest or background in business who want to specialise further and gain advanced insight into the world of marketing.

Through case studies, simulations, and current industry examples, you will explore what makes marketing strategies successful and how businesses build and maintain strong relationships with their audiences. Key topics include the marketing mix, consumer psychology, market research, brand management, and the latest developments in digital marketing: from social media and influencers to artificial intelligence and immersive technologies like VR and AR.

Practical learning is at the heart of this programme. Alongside studying theory, you'll take part in projects and simulations, applying your new knowledge to create, critique, and evaluate marketing campaigns.

Who It's For

This course is ideal for ambitious 16–18-year-olds who may already have some understanding of business and want to dive deeper into marketing, or for passionate future marketers looking for the perfect first step.

Whether you see yourself working for a global brand, developing your own start-up, or leading a future marketing team, this programme will give you both the academic foundation and practical skills to succeed. It's particularly suited to students considering university courses in marketing, business, management, or entrepreneurship.



*Upon completion of this programme
at Oxford Royale, you will:*

1. Understand and apply the principles of the marketing mix to real-world case studies.
2. Measure and critically evaluate the effectiveness of marketing strategies and campaigns.
3. Apply quantitative and qualitative market research techniques, with a focus on consumer psychology and segmentation.
4. Develop skills in product design, branding, and customer journey mapping.
5. Gain hands-on experience in creating engaging marketing communications.
6. Assess and apply the latest developments in digital marketing, including social media, AI, and immersive technologies.

During the programme you will also develop a number of core skills:

1. Collaborate with international peers:

Work with global peers and hone your communication and teamwork skills through workshops and group projects.

2. Develop problem-solving skills:

Enhance your critical thinking and problem-solving abilities with daily lessons and workshops.

3. Build confidence:

Thrive in a supportive environment, think creatively, share ideas, and discover your strengths.

4. Showcase your success:

Showcase achievements, explore peer projects, and Develop presentation skills, showcase achievements, explore peer projects, and engage in critical discourse during subject challenges and Exhibition Days.

5. Gain a taste of independence:

Manage your assignments and schedule while exploring a new location with new friends and staff support.





How You'll Learn

Our Marketing programme transcends traditional classroom learning, offering a blend of seminars, lectures, case studies, and real-world projects.

You won't just learn what it means to study marketing; you'll learn how to apply your skills in challenges and practical projects.



Teaching methods include:

1. Case studies of global brands and campaigns
2. Content creation and campaign simulations
3. Independent and group projects
4. Research assignments and presentations



Module 1:

The Marketing Mix

The course begins with a refresher on the 7Ps of the marketing mix: product, price, place, promotion, people, process, and physical evidence. You'll analyse how businesses use these elements to create effective strategies that resonate with their target markets.

Through real-world case studies, you'll examine how different industries tailor the marketing mix to fit customer needs. You'll also study sales promotion and advertising in more depth, as well as pricing strategies used by global brands to gain a competitive edge.

This module ensures you have a strong foundation before moving into more complex aspects of marketing strategy and consumer behaviour.



Module 2:

Marketing Strategy & Campaigns

Building on the basics, this module introduces you to the process of developing and implementing full marketing strategies. You'll study how businesses identify their goals, segment their markets, and design campaigns to achieve maximum impact. Through interactive analysis, you'll critique the successes and failures of past campaigns and learn how to measure their effectiveness. Practical exercises will challenge you to think strategically, balancing creativity with data-driven decision-making.



Module 3:

Market Research & Consumer Behaviour

Understanding your audience is at the core of successful marketing. In this module, you'll learn how businesses conduct market research, using both quantitative and qualitative methods to gather insights.

You'll study consumer psychology, exploring why people buy what they do, how they make decisions, and how factors such as culture and social identity shape behaviour. You'll also learn to design and interpret segmentation strategies, creating customer profiles that help businesses target their marketing more effectively.

By the end of this module, you will be able to critically assess research findings and apply them to real-world marketing challenges.



Module 4:

Product Design & Branding

Products are more than what they do: they're also about the image and identity they project. In this module, you'll study the principles of product design and branding, learning how companies create strong and memorable identities. You'll explore customer experience and the "customer journey", the process by which individuals interact with a product or brand from first awareness through to loyalty. Practical exercises will include creating brand identities and mapping customer journeys, helping you see how design and branding drive long-term success.



Module 5:

Marketing Communications

This module focuses on how businesses communicate with their audiences. You'll study the various channels of marketing communications - from traditional advertising to digital content creation - and learn how companies build consistent and persuasive messages.

You'll explore customer relationship management (CRM) systems and how businesses use them to maintain strong connections with clients. You'll also practise designing communication strategies that align with customer expectations and broader marketing goals.



Module 6:

Digital Marketing Trends

In this module, you'll explore the fast-changing world of digital marketing. Topics include social media strategies, influencer marketing, algorithms, and the use of big data to personalise campaigns.

You'll also study emerging technologies such as artificial intelligence, virtual reality, and augmented reality, considering how they are transforming the way brands engage with consumers.

A highlight of this module is a practical workshop in scroll-stopping content creation, where you'll design, film, and edit short-form videos (like TikToks or Reels) to test your ability to grab an audience's attention.



Module 6:

Ethics, Sustainability & CSR

The final module examines some of the biggest questions facing marketing today. How can companies market responsibly without exploiting consumers? How do brands balance profitability with social and environmental responsibility? You'll debate issues of ethics, sustainability, and corporate social responsibility (CSR), analysing real-world examples where companies have succeeded - or failed - in these areas. This module encourages you to think critically about the future of marketing and the kind of professional you aspire to be.



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All information correct at the time of publication.