

INTERNATIONAL DIPLOMA IN **BUSINESS WITH MARKETING**

Awarded by _____



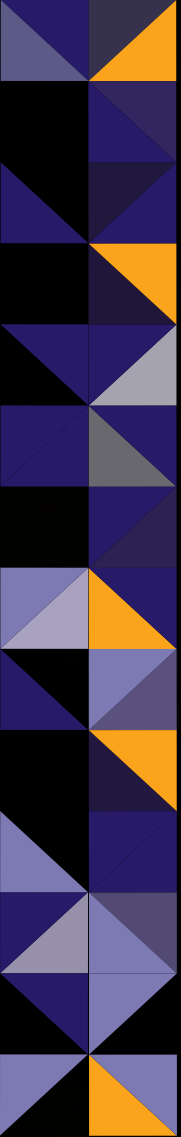
Who Are We?

Westford Learn is a flexible, self-paced learning platform designed to make quality education more accessible, engaging, and career-focused. Built for students, professionals, and lifelong learners, the platform combines academic excellence with the convenience of learning anytime, anywhere.

What Do We Do?

We deliver modular, outcome-driven learning experiences that help individuals gain new skills, enhance existing knowledge, and work towards recognised qualifications. Our programs are designed to support both professional development and academic progression through structured learning pathways.



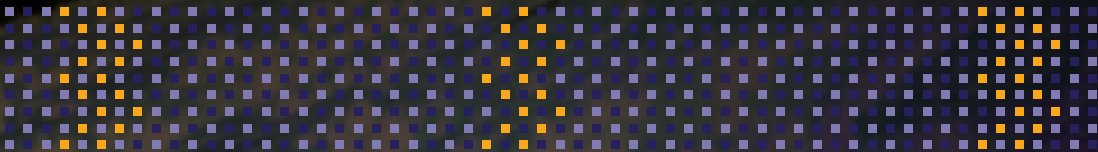


How Do We Deliver Learning?

Westford Learn offers a digital learning experience through expert-led pre-recorded videos, essential readings, interactive learning resources, quizzes, and assessments. This self-paced approach allows learners to study according to their own schedules, revisit content when needed, and progress at a pace that suits their goals.

What Can You Achieve?

Learners can access a range of pathways, including short courses, micro-credentials, and diploma programs, with opportunities to build skills progressively through stackable learning modules. Supported by Westford Learn certifications and quality-assured qualifications in collaboration with Qualifications Scotland, these programs help learners develop future-ready competencies and achieve meaningful academic and career outcomes.





About the

INTERNATIONAL DIPLOMA IN BUSINESS WITH MARKETING

Program Highlights



SCQF Level
Level 4 & 5



Credits
240 SCQF Credits



Duration
24 Months



Mode
**100% Online
/Self-paced**



Programme Overview

The International Diploma in Business with Marketing

equips learners with the business, management, and marketing skills needed to succeed in today's competitive global marketplace. Combining core business principles with specialised marketing knowledge, the programme covers key areas including digital marketing, consumer behaviour, people management, operations, economics, business analytics, finance, and project management.

Delivered through Westford Learn's flexible, self-paced learning platform, the programme blends academic knowledge with practical, industry-relevant learning. Learners develop strategic thinking, creative problem-solving, and data-driven marketing skills that prepare them for career growth across a wide range of business and marketing roles.

Modules

- Academic & Professional Skills
- Managing People & Organisations
- Marketing Principles
- Operations & Technology Management
- Economics for Business
- Digital Marketing
- Project Management
- Data Analysis for Business
- Accounting and Finance
- Diversity Management
- Research Analysis for Business
- Consumer Behaviour & Psychology





Academic and Professional Skills

- Understanding the Harvard Referencing System (HRS) and plagiarism.
- Introduction to the library and e-library systems, including identification of resource availability, its effective use, reference to academic and business-related literature and sources of information.
- Develop critical analysis, communication and writing skills by working through the assessment.
- Analyse your performance and create a Personal Development Plan within the academic and business skills development.



Managing People and Organisations

- Understand and evaluate the roles, relationships, and delivery models of HR managers in an organisational context.
- Analyse the impact of internal and external factors that affect HRM decision-making.
- Appraise the best practices in recruitment, performance management, organisational development, rewards, training and development.
- Demonstrate and evaluate the contribution of HR strategic policies, procedures and practices to organisational success.



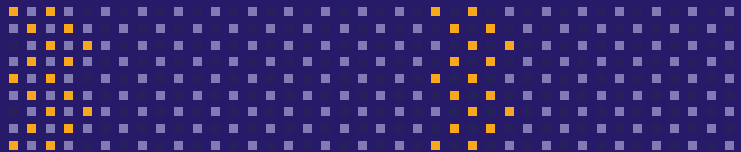


Marketing Principles

-  Understand the marketing concept and role of marketing across different business organisations.
-  Understand how the marketing mix concept applies to both goods and services.
-  Discuss the impact of brands, strategy, and positioning on a marketing plan.
-  Appraise the influence of E-economy and digital marketing within a society.

Operations and Technology Management

-  Select and apply operations management theories, models and tools in an organisational setting.
-  Investigate operations management issues and apply the concept of continuous improvement in an operational environment.
-  Appraise the impact of technology on operations in a business context.
-  Develop an operations strategy by employing robust technology tools.



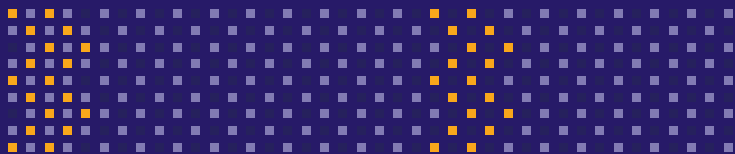


Economics for Business

-  Recognise how resource allocation takes place in a market economy.
-  Analyse the impact of competition in a business environment.
-  Demonstrate how macroeconomic & microeconomic objectives impact business growth.
-  Analyse the theory and practice of common markets and currency unions.

Digital Marketing

-  Apply a digital marketing strategy in a business environment.
-  Develop an understanding of the tools required to implement a digital marketing campaign.
-  Evaluate how digital marketing theories can complement traditional integrated marketing in a business context.
-  Assess the impact of digital marketing on business functions and analyse the key emerging trends in the field of digital marketing.





Project Management

- Understand the characteristics of organisational approaches to project management.
- Review and critique the application of the Project Life Cycle (PLC) in a given context.
- Identify and apply methods, tools and techniques for planning, monitoring and controlling projects.
- Evaluate the risk management of a business project.



Data Analysis for Business

- Understand the use of analytic tools and techniques to transform business data into actionable objectives.
- Justify the use of different analytical approaches to solve business problems and communicate findings to stakeholders.
- Utilisation of different data visualisation techniques in a business context.
- Articulate how business companies are using digital business analytics to help them in their decision-making.





Accounting and Finance

- 1 Understand the use of relevant financial data to fulfil business financial objectives.
- 2 Analyze Investment appraisal decisions using discounted cash flow models.
- 3 Analyse risk from a utility theory perspective and evaluate the role of portfolio theory and the Capital Asset Pricing model in assessing and pricing risk.
- 4 Determine the calculation of optimal capital structure and evaluate the working capital policy of a financial enterprise.



Diversity Management

- 1 Understand and research issues related to equality and diversity in organisations.
- 2 Critically evaluate a wide range of recognised techniques and approaches to diversity management in an international business context.
- 3 Identify organisational aspects that deter and those that encourage diversity management.
- 4 Analyse information on equality, diversity and inclusion-related issues in an organisational context which gives equal opportunities to all its employees.





Research and Analysis for Business

- 1 Demonstrate development of research scope and understanding of research methodologies.
- 2 Demonstrate research skills required to understand and collect primary and secondary data, including ethical considerations of research.
- 3 Conduct and examine research data in a business context by applying appropriate analytical tools to investigate the acquired data and arrive at logical research findings.
- 4 Communicate outcomes of the research project to identify stakeholders and reflect on the application of research methodologies and concepts.



Consumer Behaviour and Psychology

- 1 Explore the social and cultural impacts on consumption behaviour and evaluate the nature of consumer decision-making.
- 2 Critically evaluate major behavioural, perceptive and cultural perspectives of psychology and analyse the psychological dimensions of consumer behaviours.
- 3 Critically understand key concepts in consumer psychology and evaluate how this influences consumer behaviour.
- 4 Analyse human cognitive abilities and how advertising influences consumer behaviour.



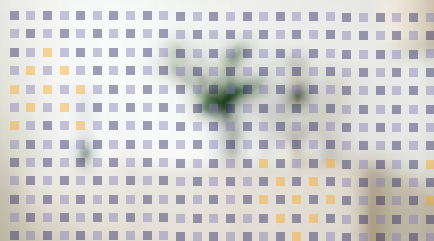


Certifications

This qualification is credit-rated at **SCQF Level 4** and **5** and aligned with the **Scottish Credit and Qualifications Framework**, ensuring international recognition, academic quality, and career progression opportunities.

Pathways:

Eligible learners may progress to advanced qualifications or Bachelor Degree

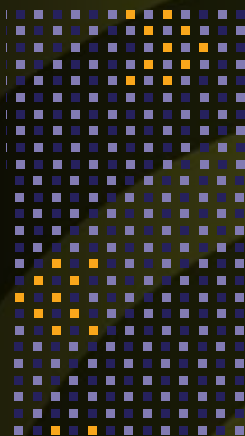


About Qualifications Scotland

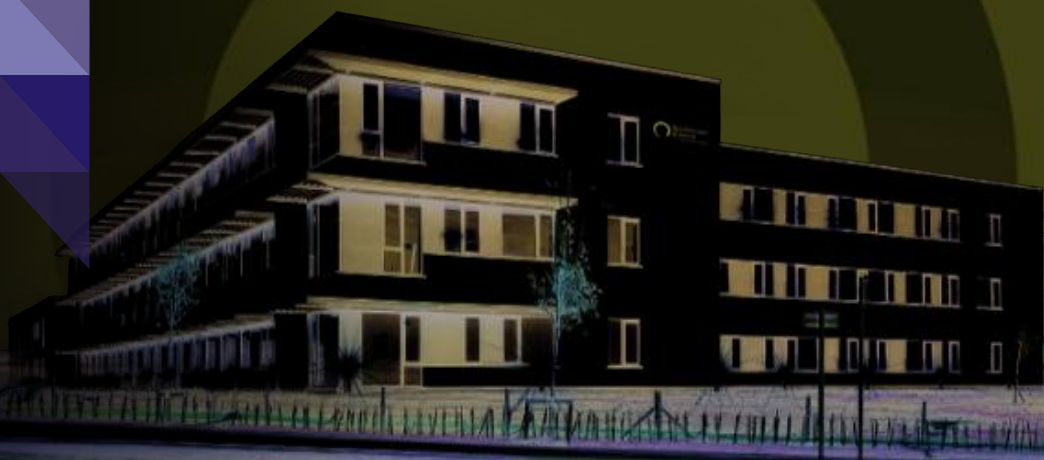


Qualifications Scotland is Scotland's national awarding body, providing trusted qualifications that recognise knowledge, skills, and achievement. Its qualifications are respected internationally and are designed to support progression into higher education and employment.

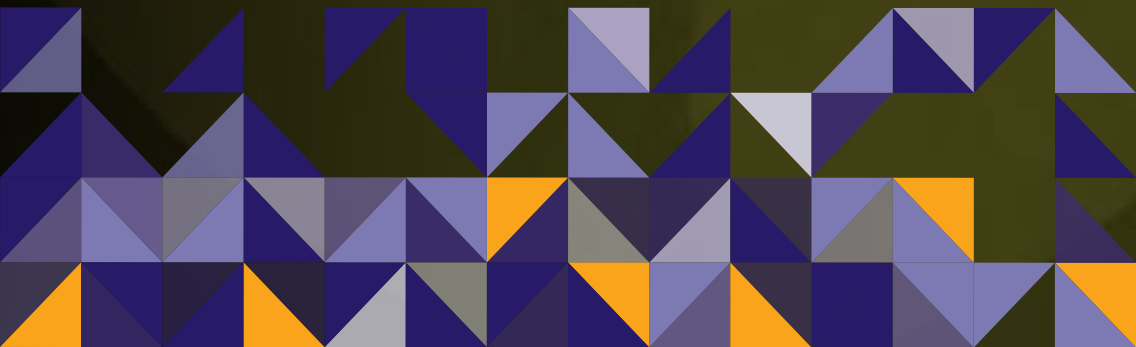
Working closely with educators, industry experts, training providers, and employers, Qualifications Scotland develops qualifications that reflect real-world needs and evolving workforce demands. All qualifications are benchmarked against the Scottish Credit and **Qualifications Framework (SCQF)**, ensuring quality, transparency, and global recognition.



- National awarding body of Scotland with international recognition.
- Qualifications designed for academic progression and career advancement.
- Strong focus on practical, industry-relevant skills.
- Developed in collaboration with education and industry experts.
- Benchmarked against the SCQF for quality assurance and global credibility.



Start
ANYWHERE. LEARN
EVERYWHERE.
Succeed
ANYWHERE.



WESTFORD
Learn

westfordlearn.com