

Agricultural Extension in South Asia

Basics of Market Analysis – Frameworks

Platform: UniAthena

Duration: 4–6 hours

Certification: Free



I completed the *Basics of Market Analysis and Frameworks* course through UniAthena, offered in partnership with Cambridge International Qualifications (CIQ), UK—a renowned professional awarding body. CIQ is dedicated to supporting individual learners and employers by offering accredited, high-quality certifications through a network of centres across the Middle East, Europe, and Africa.

The course is classified as a Level 7 program under UniAthena’s course categories, aligning with postgraduate-level learning. This level involves developing advanced, specialised knowledge and skills, critical thinking, and the ability to conduct original research.



WESTWARD

DEVELOPING MARKETING STRATEGIES

- ▶ Set goals and objectives
- ▶ Analyze your situation
- ▶ Live out your mission
- ▶ Make a timeline

Athena Global Education 



Ashima Keluskar
Faculty



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LESSON 1 / 7

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Developing Marketing Strategies

Essential Reading Resources Modules

DEVELOPING MARKETING STRATEGIES

In this lesson, you will learn:

- Define marketing strategy as a framework for achieving objectives
- Differentiate between analytical and decisional phases in strategy development
- Understand key components like target groups, positioning and competitive strategy
- To set goals, conduct SWOT analysis and align with company mission

The course was designed to help learners understand the importance of market analysis in today's competitive business environment. It highlighted various frameworks that are instrumental in risk mitigation and informed decision-making.

The course provided a thorough overview of strategic marketing models essential for creating effective marketing strategies and plans. Its main goal was to equip learners with tools to analyse market conditions, develop strategic marketing plans, and assess business opportunities. I gained a solid understanding of fundamental frameworks such as SWOT Analysis, PESTEL Analysis, the Ansoff Matrix, the BCG Matrix, and Porter's Five Forces Model—each critical for evaluating internal and external factors that influence business success.

The course was structured into seven lessons covering topics such as developing marketing strategies, components of a marketing plan, and more. I appreciated the flexibility of self-paced learning, which made the experience highly convenient. Aimed at intermediate-level participants, the content was pitched at an appropriate level. The modules began with basic concepts and gradually introduced more advanced frameworks, helping me build my knowledge step-by-step. Each lesson comprised video lectures, readings, and quizzes.

An MCQ quiz followed every three lessons to reinforce learning, which proved effective in assessing my understanding of the material. While interaction with peers was minimal, the forum discussions allowed for exploring diverse perspectives on the models.

The grading process was transparent and well-structured. Quizzes were auto-graded, with a passing percentage set at 50% to ensure a solid grasp of each framework. Learners were allowed unlimited attempts, each with a 30-minute time limit, offering flexibility while maintaining academic standards. The quiz questions assessed both foundational knowledge and the ability to apply models to real-world business scenarios. There were no specific accessibility requirements, and all materials were freely available via the learning platform.

The course content was of high quality. Pre-recorded video lectures were supplemented by essential reading notes under each lesson. The course was taught by Ashima Keluskar, a faculty member at Westford University College, UAE, who holds a postgraduate degree in design management. She explained each model using real-world examples—such as Apple's iPhone editions to demonstrate market penetration—making the concepts easier to grasp.

Her teaching style was clear and engaging, characterised by well-chosen examples, articulate delivery, and a deep understanding of the subject matter, which kept the content consistently engaging. For instance, she explained each element of the PESTEL analysis in detail, breaking down complex models into understandable parts. While the course was asynchronous, there were discussion boards where we could share thoughts and seek clarifications. Notes were also downloadable for future reference. However, I felt the absence of real-time doubt resolution was a limitation, especially for more complex topics. I also believe the course could benefit from additional sessions to explore the models in greater depth.

I thoroughly enjoyed the learning experience and felt I gained valuable insights from each module. I enrolled in this course to deepen my understanding of strategic marketing frameworks and how businesses assess and respond to market conditions. It was engaging

throughout, and I especially appreciated how the models applied to real-world business contexts. The BCG Matrix and Porter's Five Forces were particularly impactful, encouraging me to think critically about competitive strategy and market positioning.

For those looking to learn quickly, this short course offers a valuable opportunity to master strategic models without compromising on quality.

Overall, I highly recommend the *Market Analysis and Frameworks* course to anyone seeking to enhance their marketing skills. The course delivers insightful content on essential business models, offering practical tools applicable across industries. Whether you're an intermediate-level learner or someone looking to update your knowledge of marketing strategies, this course engagingly presents high-quality material. What I learnt has been immensely useful in my current role as a market intelligence analyst and has significantly enhanced my ability to analyse and develop effective marketing strategies.



Fathima Mislal P holds a master's degree in agricultural extension education from Kerala Agricultural University and is currently working as a market intelligence analyst at Redlands Ashlyn Motors, Thrissur, Kerala. She can be contacted at fathimamislal8@gmail.com.

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