

Unit Title: Marketing
Unit Level: Level 2
Unit Credit Value: 3
GLH: 24
LASER Unit Code: WJE833
Ofqual Unit Code: K/507/1468

This unit has 6 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand how marketing has a key role to play in any business.	1.1	Describe the role of marketing.
2.	Understand the marketing mix.	2.1	Define the term 'the marketing mix'.
		2.2	Describe the product life cycle.
3.	Understand market research and its importance.	3.1	Describe different methods of market research.
		3.2	Give examples of how market research can be conducted for a particular product or service.
		3.3	Outline how the results obtained from market research can be collated.
4.	Understand pricing determinant and pricing new products/services.	4.1	Describe how price decisions are made.
		4.2	Identify pricing determinants.
5.	Understand distribution channels and physical distribution.	5.1	Identify various channels of distribution.
		5.2	Outline suitable methods of distribution for a variety of products.
6.	Understand promotional strategies and advertising.	6.1	Describe a range of promotional strategies.
		6.2	Outline the features of an effective advertisement for a specific product or service.
		6.3	Give reasons for the specific design of the advertisement in relation to the target customers.

Assessment Guidance:
NA

Additional Information:
NA