

Open Awards Qualification Unit



Form OAQU

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1 Unit Details

Unit Title:	Understanding Marketing
QAC Code:	R/506/3414
Level:	Level 2
Credit Value:	4
Minimum GLH:	32

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand how marketing is planned in an organisation	1.1 Describe what marketing is
	1.2 Describe the structure of a marketing plan used in organisations
2. Understand how customers can be segmented	2.1 Describe consumer and business segmentation
	2.2 Describe how to target a segment for marketing purposes
3. Understand how to carry out market research	3.1 Describe market research methods
	3.2 Describe how to carry out market research
4. Understand the marketing mix	4.1 Identify the features and benefits of products and services
	4.2 Describe approaches to pricing products and services
	4.3 Identify channels or routes to market from production to consumption
	4.4 Describe the elements of promotion mix
	4.5 Describe the use of physical evidence

4.6	Describe how people add value to the customer experience
4.7	Identify how organisation processes create the overall customer experience