

# Open Awards Qualification Unit



## Form OAQU

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### 1 Unit Details

Unit Title:	The Marketing Environment
QAC Code:	A/504/8115
Level:	Level 2
Credit Value:	3
Minimum GLH:	24

### 2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the role of marketing in a business.	1.1 Explain how a business uses marketing.
2. Understand the term 'marketing mix'.	2.1 Explain the key elements of the marketing mix.
	2.2 Explain why it is important for a business to address all elements of the marketing mix in order to be successful.
3. Know the importance of understanding the market place.	3.1 Describe the key elements of the marketplace that a business needs to understand.
	3.2 Outline why an understanding of each element is important to a business and how it affects decision-making.
	3.3 Describe some key techniques for improving understanding of the marketplace.
4. Know the importance of understanding buyer behaviour.	4.1 Describe the typical steps taken by a buyer from identifying a need for a product or service to completing a purchase.
	4.2 Explain how an organisation can use marketing activity to influence buyer behaviour at each of these stages.