

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Complying with Legal, Regulatory and Ethical Requirements in a Marketing Role
Unit Reference Number:	J/507/5320
Level:	Level 2
Credit Value:	2
Minimum GLH:	13

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the legal, regulatory and ethical requirements in a sales or marketing role	1.1 Explain the legal requirements of a marketing role
	1.2 Explain the regulatory requirements of a marketing role
	1.3 Explain the ethical requirements of a marketing role
	1.4 State organisational procedures for raising legal, regulatory and ethical concerns relating to a sales or marketing role
	1.5 Identify to whom non-compliance issues should be referred
	1.6 Explain when and how to refer legal, regulatory and ethical concerns to others
	1.7 Describe the possible consequence of non-compliance with legal, regulatory or ethical requirements
2. Be able to comply with organisational policies and procedures for legal, regulatory and ethical requirements in a sales or marketing role	2.1 Behave in a way that meets organisational ethical procedures, policies and standards
	2.2 Identify areas where legal, regulatory or ethical issues may arise

	2.3	Obtain advice on matters where legal, regulatory or ethical issues might exist
	2.4	Work within the limits of responsibility and authority in a marketing role
	2.5	Report issues, problems and actions relating to legal, regulatory or ethical matters in the agreed format