

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Introduction to Marketing
Unit Reference Number:	A/507/5220
Level:	Level 2
Credit Value:	1
Minimum GLH:	8

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the role of marketing within a business	1.1 Describe the role of marketing within a business using examples from real situations
	1.2 Explain the importance of marketing to other functions within a business