

Open Awards Qualification Unit



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1 Unit Details

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| Unit Title: | Attracting Customers through Marketing |
| Unit Reference Number: | J/507/5219 |
| Level: | Level 2 |
| Credit Value: | 4 |
| Minimum GLH: | 33 |

2 Learning Outcomes and Criteria

| Learning Outcome (The Learner will): | Assessment Criterion (The Learner can): |
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| 1. Understand marketing principles | 1.1 Define marketing principles |
| | 1.2 Explain how the marketing principles apply to a specific start-up business venture |
| 2. Understand the purpose of market research | 2.1 Explain the different types of market research |
| | 2.2 Explain how market research can benefit a business |
| | 2.3 Explain how to use market research results |
| 3. Be able to produce market research material for business ventures | 3.1 Produce market research materials for a specific start-up business venture |
| 4. Be able to analyse businesses in the marketplace | 4.1 Analyse a specific start-up business venture in relation to its market |
| | 4.2 Define the actions that should be taken as a result of a business analysis |
| | 4.3 Describe how a specific start-up business venture fits into the marketplace |
| 5. Understand how to price products/services | 5.1 Explain how to set the price for a product/service |
| 6. Be able to apply brand values to businesses | 6.1 Identify brand values for a business |

6.2 Apply brand values to marketing materials for a specific start-up business venture