

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Marketing
Unit Reference Number:	L/615/9908
Level:	Level 2
Credit Value:	3
Minimum GLH:	24

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2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand marketing	1.1 Give a definition of marketing
	1.2 Describe the importance of market orientation
2. Understand product development and the role of market research	2.1 Describe why organisations need to have market research
	2.2 Describe when certain types of market research should be used
	2.3 Describe the limitations of market research
3. Understand the role of the marketing mix	3.1 Define marketing mix
	3.2 Describe the application of the marketing mix
4. Know how to manage marketing strategies	4.1 Describe methods of monitoring marketing activity