

Access to Higher Education Unit

This unit forms part of an Access to HE Diploma. If delivering the graded version of this unit, please refer to the Provider Handbook for details on grading descriptors and the application of these across units within your programme.

Unit Title: Introduction to Marketing

Graded Unit Reference Number: GA33BUS22

Ungraded Unit Reference Number: UA33BUS22

Module: Business

Level: Three (3)

Credit Value: Three (3)

Minimum Guided Learning Hours: 30

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the principles and functions of marketing for a business	1.1 Describe how marketing is used to refresh sales of an existing product or service
	1.2 Evaluate the importance of marketing in product development (new product and existing product)
	1.3 Using specific examples analyse the marketing activities in business organisations in terms of market research, customer satisfaction, competition and sales
2. Understand the concepts of the marketing mix and market segmentation	2.1 Explain the 7Ps marketing mix model
	2.2 Evaluate the marketing mix for a named product
	2.3 Use specific examples to describe the principle of market segmentation and explain its importance in business
	For a named product: 2.4 Identify and define a minimum of two specific market segments
	2.5 Evaluate different marketing strategies for each market segment