

Access to H.E. National Programme Unit



Unit Title:	Introduction to Marketing		
Graded Unit Code:	GA33BUS22	Ungraded Unit Code:	UA33BUS22
Pathway(s):	Business and Management Construction and the Built Environment Creative and Performing Arts Hospitality, Leisure and Tourism Humanities and Social Science		
Module(s):	Business		
Level:	3	Credit Value:	3
Valid from:	1st August 2019	Valid to:	31 st July 2028

The following QAA grade descriptors must be applied if you are delivering the graded version of this unit:

1	Understanding of the subject
2	Application of knowledge
7	Quality

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	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	2.1 Explain the 7Ps marketing mix model

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
mix and market segmentation	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