

# Open Awards Qualification Unit



This unit forms part of a regulated qualification.

## 1 Unit Details

Unit Title:	Understanding Marketing
Unit Reference Number:	L/506/3153
Level:	Level 1
Credit Value:	2
Minimum GLH:	20

## 2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the concepts of marketing and sales	1.1 Define marketing
	1.2 Define sales
	1.3 Describe the differences between sales and marketing
2. Know the elements of the marketing mix	2.1 State the features and benefits of products and services
	2.2 Describe approaches to pricing products and services
	2.3 Identify channels or routes to market from production to consumption
	2.4 Describe the elements of the promotion mix
	2.5 List examples of physical evidence
	2.6 Describe how people add value to the customer experience
	2.7 State how organisation processes create the overall customer experience