

## Qualification Unit

This unit forms part of a regulated qualification.

**Unit Title:** Attracting Customers through Marketing

**Unit Reference Number:** J/507/5219

**Level:** Two (2)

**Credit Value:** Four (4)

**Minimum Guided Learning Hours:** 33

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
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

