

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Marketing Products and Services
Unit Reference Number:	F/615/5855
Level:	Entry 2
Credit Value:	3
Minimum GLH:	30

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know about products and services	1.1 Identify the products or services of a specific business enterprise
2. Know about the market for products and services	2.1 Identify different possible customers for the products or services of a specific business enterprise
3. Be able to explore and select marketing methods	3.1 Make suggestions for marketing the products or services of a specific business enterprise
	3.2 Use the advice and guidance of others to select marketing methods appropriate for a specific business enterprise and its target customers
4. Be able to market products and services	4.1 Carry out a given role in marketing the products or services of a specific business enterprise