Open Awards Qualification Unit

This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Marketing Products and Services
Unit Reference Number:	L/615/6362
Level:	Entry 3
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 Outline the products or services of a specific business enterprise
2. Know about the market for products and services	2.1 Outline the target group(s) for the products or services of a specific business enterprise
3. Be able to explore and select marketing methods	3.1 Contribute ideas for marketing products or services of a specific business enterprise
	3.2 Actively listen to the marketing ideas of others
	3.3 State the advantages and disadvantages of different marketing ideas
	3.4 Select marketing methods appropriate for a specific business enterprise and its target customers
4. Be able to market products and services	4.1 Use an agreed straightforward method to market the products or services of a specific business enterprise

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