

# Open Awards Qualification Unit



This unit forms part of a regulated qualification.

## 1 Unit Details

Unit Title:	Introduction to Advertising
Unit Reference Number:	M/505/4168
Level:	Level 1
Credit Value:	1
Minimum GLH:	9

## 2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Be able to distinguish advertisements from other media content	1.1 Identify an example of an advertisement in two different media formats
	1.2 State how the advertisements can be distinguished as such from other media content
2. Understand how advertisements are used to sell products	2.1 Give at least two contrasting examples of how an advertiser has attempted to appeal to a specific audience
	2.2 Outline own ideas for advertising a specific product