

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Principles of Advertising
Unit Reference Number:	F/504/9380
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. Know how 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. Know how advertisements are used to sell products	2.1 Identify products in contrasting advertisements
	2.2 Identify features in contrasting advertisements
	2.3 Give contrasting examples of how an advertiser has attempted to appeal to a specific audience
	2.4 Outline own ideas for advertising a specific product