

# Open Awards Qualification Unit



This unit forms part of a regulated qualification. Click [here](#) to view qualifications.

## 1 Unit Details

|                        |            |
|------------------------|------------|
| Unit Title:            | Marketing  |
| Unit Reference Number: | L/615/9908 |
| Level:                 | Level 2    |
| Credit Value:          | 3          |
| Minimum GLH:           | 24         |

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## 2 Learning Outcomes and Criteria

| Learning Outcome (The Learner will):                              | Assessment Criterion (The Learner can):                           |
|-------------------------------------------------------------------|-------------------------------------------------------------------|
| 1. Understand marketing                                           | 1.1 Give a definition of marketing                                |
|                                                                   | 1.2 Describe the importance of market orientation                 |
| 2. Understand product development and the role of market research | 2.1 Describe why organisations need to have market research       |
|                                                                   | 2.2 Describe when certain types of market research should be used |
|                                                                   | 2.3 Describe the limitations of market research                   |
| 3. Understand the role of the marketing mix                       | 3.1 Define marketing mix                                          |
|                                                                   | 3.2 Describe the application of the marketing mix                 |
| 4. Know how to manage marketing strategies                        | 4.1 Describe methods of monitoring marketing activity             |