

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Principles of Marketing Theory
Unit Reference Number:	H/615/9820
Level:	Level 2
Credit Value:	4
Minimum GLH:	30

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understanding Marketing theories	1.1 Explain the following and describe why it would be used a) Ansoff Matrix b) PESTEL Analysis c) Balanced Scorecard d) The Marketing Mix e) SWOT or TOWS Analysis f) Porters Five Forces
	1.2 Explain a) Segmentation b) Targeting c) Positioning
	1.3 Explain the Product Life Cycle
	1.4 Explain the use of Customer Relationship Management (CRM) activities and systems
	1.5 Explain the difference between a) Strategic Marketing b) Tactical Marketing

2. Understand the value of Marketing	2.1	Explain the role of marketing for enhancing the sales of products and/or services
	2.2	Explain the role of KPIs
	2.3	Explain the role of Branding on a) Sales performance b) Business/organisation reputation c) Pricing of product/services
	2.4	Describe a minimum of 2 different marketing data collection methods
	2.5	Explain the value of competitor scanning
	2.6	Explain what is meant by 'socially responsible marketing'
	2.7	Explain why data cleansing is important
	2.8	Describe the legal implications of collecting, using and sharing marketing data/customer details