

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Marketing and Sales for a Product or Service
Unit Reference Number:	M/615/9822
Level:	Level 2
Credit Value:	3
Minimum GLH:	24

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know how to assess the market for a product or service	1.1 Explain the characteristics of a chosen sector
	1.2 Identify potential customers for a product/service
	1.3 Identify the main competitors for a product/service
	1.4 Identify market research methods for a specific product or service
2. Know how to promote a product or service	2.1 Define the '4 Ps' or 7 Ps of marketing
	2.2 Outline the features of a product/service
	2.3 Identify a unique selling point (USP) for a product/service
	2.4 Create a brand concept for a product / service
	2.5 Produce an outline marketing plan for a product/service
3. Know how to sell a product or service	3.1 Describe examples of 'sales prospecting'
	3.2 Describe how the concept of the 'buying cycle' could relate to a product or service
	3.3 Produce an outline sales plan for a product or service