

Unit Title: The Marketing Environment
Unit Level: Level 2
Unit Credit Value: 3
GLH: 24
LASER Unit Code: WJD527
Ofqual Unit Code: T/505/0803

This unit has 4 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Know about the principles of marketing.	1.1	Discuss the principles of marketing.
		1.2	Discuss the purpose of marketing.
		1.3	Describe the areas of marketing.
2.	Know about the term 'marketing mix'.	2.1	Explain the term 'marketing mix'.
		2.2	Discuss the four elements of the 'marketing mix'.
3.	Understand the impact of the marketplace on an organisation.	3.1	Describe the elements that influence the marketplace.
		3.2	Identify the impact of these elements on the organisation.
4.	Understand the main features of buyer behaviour.	4.1	Identify a range of market segments.
		4.2	Describe the important factors of buyer behaviour.

Assessment Guidance:

NA

Additional Information:

NA
