

**Unit Title:** Exploring Advertising  
**Unit Level:** Entry 2  
**Unit Credit Value:** 3  
**GLH:** 30  
**LASER Unit Code:** WJB300  
**Ofqual Unit Code:** D/503/3204

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Know how advertising promotes products.	1.1	Identify purposes of advertising.
		1.2	Identify types of advertising.
		1.3	Identify advertising techniques used in adverts.
2.	Know how advertising is aimed at audiences.	2.1	Identify audiences for adverts.
3	Be able to plan adverts.	3.1	Suggest ideas for adverts.
		3.2	Include advertising techniques in plans for adverts.

<b>Assessment Guidance:</b>
NA

<b>Additional Information:</b>
NA