

Unit Title: Marketing
Unit Level: Level 1
Unit Credit Value: 3
GLH: 27
LASER Unit Code: WJC660
Ofqual Unit Code: M/506/1072

This unit has 2 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand the concepts of marketing and sales.	1.1	Define marketing.
		1.2	Define sales.
		1.3	Identify the differences between sales and marketing.
2.	Know the elements of the marketing mix.	2.1	State the features and benefits of products and services.
		2.2	State approaches to pricing products and services.
		2.3	Identify channels or routes to market from production to consumption.
		2.4	Identify the elements of the promotion mix.
		2.5	List examples of physical evidence.
		2.6	Identify how people add value to the customer experience.
		2.7	State how organisation processes create the overall customer experience.

Assessment Guidance:

NA

Additional Information:

NA