

Unit Title: Principles Of Advertising
Unit Level: Level 1
Unit Credit Value: 1
GLH: 9
LASER Unit Code: WJD361
Ofqual Unit Code: F/504/9380

This unit has 2 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Know how to distinguish advertisements from other media content.	1.1	Identify an example of an advertisement in two different media formats.
		1.2	State how the advertisements can be distinguished as such from other media content.
2.	Know how advertisements are used to sell products.	2.1	Identify products in contrasting advertisements.
		2.2	Identify features in contrasting advertisements.
		2.3	Give contrasting examples of how an advertiser has attempted to appeal to a specific audience.
		2.4	Outline own ideas for advertising a specific product.

Assessment Guidance:

NA

Additional Information:

NA