

**Unit Title:** The Marketing Environment  
**Unit Level:** Level 2  
**Unit Credit Value:** 3  
**GLH:** 24  
**LASER Unit Code:** WJH155  
**Ofqual Unit Code:** F/650/1098

This unit has 7 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 seven 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.
5	Understand the basics of digital marketing.	5.1	Describe digital marketing.
		5.2	Discuss the different types of digital marketing.
6	Understand the basics of offline marketing.	6.1	Describe offline marketing
		6.2	State the different types of offline marketing.
7	Know about the regulations and legislation that apply to the marketing environment.	7.1	Discuss the key principals of marketing and advertising standards.
		7.2	Identify the key legislation that governs the marketing environment.
		7.3	Identify the regulations and codes of practice that govern the marketing environment.

**Assessment Guidance:**

NA

**Additional Information:**

NA