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| Title: | **Promoting the enterprise**  |
| Level: | **3** |
| Credit value: | **1** |
| Unit guided learning hours | **4** |
| Learning outcomes (the learner will) | Assessment criteria (the learner can) |
| 1. Understand how to promote the enterprise
 | 1.11.21.31.4 | Identify unique selling points and how to exploit themExamine a range of promotional opportunities, methods and techniques to develop the enterprise Develop a plan for a range of activities to promote the enterprise Establish the criteria for evaluating the return on advertising and promotional activities  |
| **Additional information about the unit** |  |
| Unit purpose and aim(s) | To consider how to promote the enterprise. |
| Details of the relationship between the unit and relevant national occupational standards or professional standards or curricula (if appropriate) | Links to SFEDI 2010 NOS: BD1, BD2, BD3, OP10, WB2, WB4, WB7, WB8, WB10, EE2 |
| Assessment requirements or guidance specified by a sector or regulatory body (if appropriate) |  |
| Support for the unit from a sector skills council or other appropriate body (if required) | Council for Administration (CfA) |
| Equivalencies agreed for the unit (if required) | E3.04 - Promoting the business |
| Location of the unit within the subject/sector classification system | 15.3 - Business Management |

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| **Additional Guidance about the Unit** |
| **Indicative Content:** |
| 1 | * Principles of promotion and advertising, including social enterprises (if relevant)
* Matching needs with benefits
* Promotional techniques
* Basic advertising methods
* Using social networks to promote USP’s
* Simple ways to evaluate the return on advertising and promotional activities such as ROI, increased sales, raising awareness
* Designing a matrix for enterprise evaluation
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