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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 | | 1.1  1.2  1.3  1.4 | Identify unique selling points and how to exploit them  Examine 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 |