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| Title: | **Understanding the importance of marketing for an organisation**  |
| Level: | 4 |
| Credit value: | 4 |
| Unit guided learning hours | 6 |
| Learning outcomes (the learner will) | Assessment criteria (the learner can) |
| 1. Understand the market within which an organisation operates
 | 1.11.2 | Review the market within which own organisation operates, focussing on market size, the organisation’s share of that market and its competitor profileExplain the role of the marketing function and activities within own organisation |
| 1. Understand the effectiveness of marketing within own organisation
 | 2.12.2 | Evaluate the effectiveness of a marketing campaign within own organisationMake recommendations to improve the effectiveness of a marketing campaign within own organisation. |
| **Additional information about the unit** |  |
| Unit purpose and aim(s) | Understand the importance of marketing for an organisation. |
| Details of the relationship between the unit and relevant national occupational standards or professional standards or curricula (if appropriate) | Links to Management & Leadership 2004 NOS: C2, F9 |
| 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) | M4.20 Understanding the importance of marketing for an organisation |
| Location of the unit within the subject/sector classification system | 15.3 Business Management |
| **Additional Guidance about the Unit** |
| **Indicative Content:** |
| 1 | * Marketing management as a process that allocates organisational resources to marketing activities and monitors and evaluates the use of those resources
* Using marketing management to increase customer base, improve organisational image, and to increase perceived value
* Environmental scanning and situation analysis
* Market share as an indicator of market competitiveness, total market growth or decline and consumer tastes
* Primary and secondary research to determine market trends
* Industrial and consumer market segmentation
* Product differentiation strategies
* Product and service marketing and business-to-business marketing
* The product life cycle
* Competitor profiling
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| 2 | * Marketing campaign as a method to increase [awareness](http://www.businessdictionary.com/definition/awareness.html) for a particular [product](http://www.businessdictionary.com/definition/product.html) or [service](http://www.businessdictionary.com/definition/final-good-service.html), or to increase [consumer awareness](http://www.businessdictionary.com/definition/consumer-awareness.html) of a [business](http://www.businessdictionary.com/definition/business.html) or organisation, or to portray a business or organisation image, core message or theme
* Different types of marketing campaign such as direct and indirect, integrated, cause-related, creative, social media, SMS, web, digital, e-mail, viral, guerrilla
* Reviewing a marketing campaign to determine what worked well and to identify any improvements that could be made, such as a better message, better response rate, better contact method, a different target audience, cost reductions, better return on investment
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