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| Title: | **Understand marketing and selling for the enterprise**  |
| Level: | **3** |
| Credit value: | **3** |
| Unit guided learning hours | **9** |
| Learning outcomes (the learner will) | Assessment criteria (the learner can) |
| 1 Understand how the marketing mix applies to the enterprise | 1.11.21.3 | Describe how the marketing mix can affect the level of demand for enterprise service or product Explain how market segmentation could impact on the market share Set marketing objectives for the enterprise  |
| 2 Understand basic sales techniques for the enterprise | 2.12.2 | Identify relevant sales techniques for the enterprise Set sales objectives for the enterprise  |
| 3 Understand how to monitor and evaluate marketing and sales objectives | 3.13.2 | Explain how to monitor marketing and salesEvaluate marketing and sales against set objectives  |
| **Additional information about the unit** |  |
| Unit purpose and aim(s) | To understand how to market and sell for 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: BD3, BD4, EE2, EE3, EE4, WB1, WB2, WB3, WB4, WB5, WB6, WB7, WB10, WB12Links to CfA 2009 NOS: M&LF16, M&LF18 |
| 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) |

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| Equivalencies agreed for the unit (if required) | E3.14 - Marketing and selling for the business  |
| Location of the unit within the subject/sector classification system | 15.3 Business Management |
| **Additional Guidance about the Unit** |
| **Indicative Content:** |
| 1 | * Principles of marketing, including product, price, place and promotion; market segmentation
* How to apply marketing techniques to own business/enterprise
* Setting marketing objectives
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| 2 | * Sales techniques and the steps to making a sale
* How sales techniques apply to own business/enterprise
* Setting sales objectives.
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| 3 | * Sales and marketing objectives and ways to monitor them
* Evaluation methodology
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