|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Title: | | **Understanding marketing for managers** | | |
| Level: | | **3** | | |
| Credit value: | | **1** | | |
| Unit guided learning hours | | **4** | | |
| Learning outcomes (the learner will) | | | Assessment criteria (the learner can) | |
| 1. Understand basic marketing concepts | | | 1.1  1.2  1.3 | Explain the marketing concept and its relevance for the organisation  Describe the elements of the marketing mix and give an example of how each is used within the context of the organisation  Identify the key elements of an organisations marketing strategy |
| 1. Understand the marketing context | | | 2.1 | Conduct a simple organisational SWOT analysis in the marketing context |
| **Additional information about the unit** | | | This unit is meant for a general manager and not a marketing manager. | |
| Unit purpose and aim(s) | | | To develop basic knowledge and understanding of marketing as required by a practising or potential first line manager. | |
| Details of the relationship between the unit and relevant national occupational standards or professional standards or curricula (if appropriate) | | | Links to Management & Leadership 2008 NOS: | |
| 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) | | | M3.35 – Marketing for managers | |
| Location of the unit within the subject/sector classification system | | | 15.3 – Business Management | |
| **Additional Guidance about the Unit** | | | | |
| **Indicative Content:** | | | | |
| 1 | * Simple definition of marketing and its relevance to the organisation * The idea of the Marketing Mix (product, price, place and promotion, and 7P model for services) and its relevance * Nature and role of market segmentation * Outline of market planning and its purpose * Sales promotion and advertising methods * Public and customer relations activities | | | |
| 2 | * Simple organisational SWOT analysis in the marketing context | | | |