

UAN:	D/502/9928
Level:	2
Credit value:	4
GLH:	30
Relationship to NOS:	<p>This unit is linked to Council for Administration NOS</p> <p>Marketing 1.2.7 Collect data on the knowledge, attitudes and behaviours of target groups</p> <p>Marketing 1.3.3 Establish and understand potential market segments</p> <p>Marketing 1.3.4 Establish target market segments for products/services and evaluate their potential</p> <p>Marketing 1.3.6 Analyse, interpret and synthesise data and research findings to inform social marketing strategy</p> <p>Marketing 2.1.3 Demonstrate the value of marketing to the organisation</p> <p>Marketing 4.1.3 Manage communications for social marketing programmes</p>
Assessment requirements specified by a sector or regulatory body:	This unit is endorsed by the Council for Administration
Aim:	This unit concerns understanding how to segment the market, the value of marketing and the principles of socially responsible marketing

Learning outcome
The learner will:
1. Understand how to segment the market.
Assessment criteria
The learner can:
1.1 explain the importance of defining market segments
1.2 describe the difference between market segments and customer classifications
1.3 explain how to cluster customers with similar characteristics
1.4 describe how a range of products may appeal to different market segments
1.5 describe the importance of valid and reliable marketing data to segmenting the market

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| <p>1.6 explain the strengths and weaknesses of different marketing data collection methods</p> <p>1.7 describe the use of Customer Relationship Management (CRM) activities and systems.</p> |
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<p>Range</p> <p>Market segments:</p> <ul style="list-style-type: none"> • age • gender • religion • culture • income • lifestyle <p>Customer classifications:</p> <ul style="list-style-type: none"> • business customers • leisure customers <p>Data collection methods:</p> <ul style="list-style-type: none"> • primary • secondary
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<p>Learning outcome</p> <p>The learner will:</p> <p>2. Understand the value of marketing.</p>
<p>Assessment criteria</p> <p>The learner can:</p> <p>2.1 describe the role of marketing in enhancing the sale of products and/or services</p> <p>2.2 explain the significance of customer loyalty to the achievement of marketing objectives</p> <p>2.3 explain the role of performance indicators and evaluation arrangements</p> <p>2.4 describe the factors to be taken into account when assessing the cost and value of marketing activities</p> <p>2.5 explain the significance of brand and reputation to sales performance.</p>

<p>Range</p> <p>Factors:</p> <ul style="list-style-type: none"> • target audience • marketing mediums • timeframes • budget

<p>Learning outcome</p> <p>The learner will:</p>

3. Understand the principles of socially responsible marketing.

Assessment criteria

The learner can:

- 3.1 explain the scope and purpose of **socially responsible marketing**
- 3.2 explain the importance of involving **stakeholders** in socially responsible marketing activities
- 3.3 explain how core values are expressed through coherent **branding** and chosen communication methods
- 3.4 explain the requirements of socially responsible marketing campaigns.

Range

Socially responsible marketing:

Ethical eg smoking, health (sexual health, pregnancy, alcohol), education.

Corporate social responsibility eg diversity, community responsibility, volunteering, mentoring.

Stakeholders:

- internal and external customers
- investors
- client
- shareholders

Branding:

- logo
- campaign name
- key message
- design
- recognition.

Unit 231 Principles of marketing theory

Supporting information

Guidance

For assessment criterion 1.4, candidates should cover at least 3 products.

For assessment criterion 1.7, CRM should be relative to an organisation either through work experience or research.

For assessment criterion 3.3, candidates should consider an organisation's core values and/or the core values of a campaign.

Candidates should have knowledge of marketing plans to help achieve this unit.