

Unit Title:	Marketing - Research and Strategies
Unit Level:	Three
Unit Credit Value:	6
Unit Code:	WNI638
Unit Type:	Academic Subject Content
Unit Review Date:	31/12/2028
Graded / Ungraded:	Graded

This unit has 3 learning outcomes:

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Understand the role of marketing within a business.	1.1. Discuss the role of marketing within a business using examples from three real situations. 1.2. Evaluate the importance of marketing to two other functions within a business.
2. Understand how to develop a marketing strategy.	2.1. Evaluate the application of the extended marketing mix to two products or services. 2.2. Discuss the principles of: (a) market segmentation (b) targeting (c) positioning. 2.3. Develop and justify a promotion strategy for a product or service. 2.4. Evaluate the above strategy. 2.5. Apply product life cycle analysis to two products.
3. Understand the process of market research.	3.1. Devise a questionnaire suitable for market research of a product or service. 3.2. Carry out market research on the product or service using the questionnaire. 3.3. Collate, analyse and draw conclusions from the collected data.

	3.4. Evaluate the research undertaken and propose improvements.
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Assessment (Graded)

1 Meets assessment criteria	At least a Pass
2 Further grading	
<ul style="list-style-type: none"> ▪ Meets assessment criteria but not merit grading standards ▪ Meets assessment criteria and merit but not distinction grading standards ▪ Meets assessment criteria and distinction grading standards 	<p>Pass</p> <p>Merit</p> <p>Distinction</p>