

<p>Credits Learning outcomes required: 1.Be able to evaluate and improve own performance using feedback from others</p>				
<p>Work with other people in a business environment – 4 credits Learning outcomes required: 1.Be able to deal with problems in a team 2. Be able to share feedback on objectives in a team</p>				
<p>At least 12 credits must be obtained from the optional units from Group B below</p>				
<p>Conduct Market Research – 6 credits Learning outcomes required: 1.Be able to identify the need for Market Research 2. Be able to design Market Research Projects 3. Be able to manage Market Research data collection</p>				
<p>Evaluate Market Research – 3 credits Learning outcomes required: 1.Be able to plan the evaluation of Market Research data 2. Be able to evaluate Market Research data</p>				
<p>Design Marketing Promotions – 3 credits Learning outcomes required: 1.Be able to identify the nature of need for Marketing Promotions 2. Be able to design</p>				

Marketing promotions				
Implement a Marketing Plan – 4 credits Learning outcomes required: 1.Be able to prepare for the implementation of Marketing plans				
Develop an advertising campaign – 3 credits Learning outcomes required: 1.Be able to generate creative advertising options 2. Be able to manage the implementation of advertising activities				
Use digital technology for Marketing purposes – 5 credits Learning outcomes required: 1.Be able to use digital tools for Marketing purposes 2. Be able to carry out Marketing research using the Internet 3. Be able to create digital Marketing devices and messages 4. Be able to use digital technology for social media marketing purposes				
Use digital and social media in Marketing Campaigns: Learning outcomes required: 1.Be able to market to target customers using digital and				

social media				
<p>Contribute to the preparation of a marketing strategy: Learning outcomes required:</p> <ol style="list-style-type: none"> 1. Be able to identify the trends and behaviour patterns of the target market 2. Be able to contribute to the development of the marketing strategy 				
<p>Contribute to the development of new products and/or services: Learning outcomes required:</p> <ol style="list-style-type: none"> 1. Be able to contribute to the assessment of marketing opportunities for products and/or services 2. Be able to establish requirements for new products and/or services 				
The following units are from Optional Group C, a maximum of 6 credits is allowed from this group				
<p>Presentation software – 4 credits Learning outcomes required:</p> <ol style="list-style-type: none"> 1. Input and combine text and other information within presentation slides 2. Use presentation software tools to structure, format and edit presentation slides 3. Prepare slideshow for presentation 				
<p>Spreadsheet software – 4 credits Learning outcomes required:</p>				

<p>1. Use a spreadsheet to enter, edit and organise numerical and other data</p> <p>2. Select and use appropriate formulas and data analysis tools to meet requirements</p> <p>3. Select and use format techniques to present and format spreadsheet information</p>				
<p>Contribute to running a project – 5 credits</p> <p>Learning outcomes required:</p> <p>1. Be able to contribute to preparing and planning a project</p> <p>2. Be able to contribute to running a project</p> <p>3. Be able to contribute to evaluating the outcomes of a project</p>				
<p>Agree a budget – 4 credits</p> <p>Learning outcomes required:</p> <p>1. Be able to agree a budget</p>				
<p>Contribute to decision making in a business environment – 3 credits</p> <p>Learning outcomes required:</p> <p>1. Be able to prepare contributions to decision making</p> <p>2. Be able to make contributions to decision making</p>				
<p>Negotiate in a business</p>				

<p>environment – 5 credits Learning outcomes required: 1.Be able to prepare for negotiation 2. Be able to conduct negotiation 3. Be able to complete negotiation</p>				
<p>Plan, allocate and monitor work of a team – 5 credits Learning outcomes required: 1.Be able to plan work for a team 2. Be able to allocate work across a team 3. Be able to manage team members to achieve team objectives 4. Be able to monitor and evaluate the performance of team members 5. Be able to improve the performance of a team</p>				
<p>Develop working relationships with colleagues and stakeholders – 4 credits Learning outcomes required: 1.Be able to create an environment of trust and respect with colleagues and stakeholders</p>				
<p>Manage budgets- 5 credits Learning outcomes required: 1.Be able to monitor budgets</p>				
<p>Make decisions in a business environment – 4</p>				

<p>credits</p> <p>Learning outcomes required:</p> <ol style="list-style-type: none"> 1. Be able to prepare background information to make decisions 2. Be able to make decisions 3. Be able to assess contributions to decision making 				
<p>Chair Meetings – 4 credits</p> <p>Learning outcomes required:</p> <ol style="list-style-type: none"> 1. Be able to prepare for chairing a meeting 2. Be able to chair a meeting using interpersonal and organisational skills 3. Be able to follow up and evaluate a meeting that has been chaired 				