



measuring marketing responses				
<b>Work with other people in a Business Environment – 3 Credits</b> Learning outcomes required: 1. Understand how to work as part of a team to achieve goals and objectives 2. Understand how your role fits in with organisational values and practices 3. Understand how to communicate as part of a team 4. Understand the contribution of individuals with a team 5. Understand how to deal with problems and disagreements 6. Understand the purpose of feedback when working as a team 7. Be able to work in a way that fits with organisational values and practices.				
<b>Improve own performance in a Business Environment – 2 Credits</b> Learning outcomes required: 1. Understand how to improve own performance 2. Be able to improve own performance using feedback				
<b>At least 3 credits must be obtained from the optional units from Group B below</b>				
<b>Contribute to conducting direct marketing campaigns</b>				

<p><b>3 Credits</b> Learning outcomes required: 1. Be able to contribute to the planning of direct marketing campaigns</p>				
<p><b>Use digital and social media in Marketing Campaigns – 2 Credits</b> Learning outcomes required: 1. Understand planning requirements for the use of digital and social media</p>				
<p><b>Support the Co-ordination of an event – 3 Credits</b> Learning outcomes required: 1. Understand the role and purpose of supporting the co-ordination of an event 2. Be able to support the co-ordination of an event</p>				
<p><b>Analyse Competitor Activity – 3 Credits</b> Learning outcomes required: 1. Be able to identify competitor activity 2. Be able to determine the nature of the threat posed by competitor activity</p>				
<p><b>The following units are from Optional Group C, a maximum of 6 credits is allowed from this group</b></p>				
<p><b>Develop customer relationships – 6 Credits</b> Learning outcomes required: 1. Build their customers confidence that the service they give will be excellent</p>				

<p>2. Meet the expectations of their customers</p> <p>3. Develop the long term relationship between their customer and their organisation</p> <p>4. Know how to develop customer relationships</p>				
<p><b>Plan and Organise and Event – 4 Credits</b></p> <p>Learning outcomes required:</p> <p>1. Understand the role of an event organiser when planning an event</p> <p>2. Understand the arrangements to be made when planning and organising an event</p> <p>3. Understand the different types of venues and resources needed for different types of events</p> <p>4. Be able to plan and organise an event</p>				
<p><b>Bespoke Software – 3 Credits</b></p> <p>Learning Outcomes required:</p> <p>1. Input and combine information using Bespoke applications</p> <p>2. Use appropriate structures to organise and retrieve information efficiently.</p>				
<p><b>Presentation Software – 4 Credits</b></p> <p>Learning Outcomes required:</p> <p>1. Input and combine text and other information within presentation slides</p>				

<p>2. Use presentation software tools to structure, edit and format slide sequences.</p>				
<p><b>Website Software – 4 Credits</b>  Learning Outcomes required:  1.Create structures and styles for websites  2. Use website software tools to prepare content for websites</p>				