**Higher National Unit specification**

**General information for centres**

**Unit title:** Marketing: An Introduction

**Unit code:** F7BX 34

**Outcome 1**

Explain the nature of marketing and its importance in organisations

* marketing concept
* the marketing environment
* market research and information
* segmentation and targeting

**Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

* identify the key characteristics of the marketing concept
* explain an organisation’s micro and macro environment
* explain why market research and information is important to organisations
* provide two examples of how market research information is collected and used, consisting of one quantitative research technique and one qualitative research technique
* explain the importance and the process of segmentation and targeting in marketing

**Outcome 2**

Explain marketing decisions for a product based and a service organisation

**Knowledge and/or Skills**

* the marketing mix for products
* the marketing mix for services
* impact of changing market conditions on marketing decisions

**Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can explain the role of the marketing mix.

For a given situation, explain marketing theory in relation to:

* product mix decisions
* channels of distribution
* pricing methods
* the promotional mix
* the importance of people, process and physical evidence in the marketing of services
* how the marketing mix responds to changing market conditions