

UAN:	H/505/1591
Level:	3
Credit value:	5
GLH:	30
Endorsement by a sector or regulatory body:	This unit is endorsed by the Council for Administration.
Aim:	The aim of this unit is to enable the learner to understand the promotional mix and its relationship to branding. Learners will develop an understanding of the importance of branding and develop the skills to develop appropriate promotional campaigns for existing and new brands.

Learning outcome
The learner will:
1. understand the constituents of the promotional mix
Assessment criteria
The learner can:
1.1 explain what is meant by promotional mix
1.2 assess the suitability of a promotional mix for a product or service

Learning outcome
The learner will:
2. understand how to promote a brand to customers
Assessment criteria
The learner can:
2.1 explain the benefits of branding
2.2 explain ways in which a new business might establish its brand
2.3 explain how a business might use an established brand in its promotional mix

Learning outcome
The learner will: 3. be able to prepare promotional plans
Assessment criteria
The learner can: 3.1 design a promotional campaign to establish a new brand 3.2 design a promotional campaign for a new product or service which utilises an existing brand 3.3 create a plan for implementing and reviewing a promotional campaign.