

Abu Dhabi Centre for Technical and Vocational Education and Training  
Marketing  
Qualification title: Level 4 Composite Award in Undertaking marketing activities  
Qualification code: CAIC05040112

Qualification structure

Qualification type: Composite Award	Discipline: I	Sector: C05	Level: 4	No in series: 01	Year of approval: 12
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Credit value: 12 Credit hours	Certification requirement: 3 Core Units
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**Qualification aims**

The aim of the qualification is to provide learners with a with the core understanding of health and safety, communication and social responsibility. In addition to give learners an understanding of undertaking marketing activities, developing and implementing business development strategies and promoting products and services.

**Qualification units**

**Core units**

Unit code:	Unit no:	Unit title:	Level:	Credit value:
IC050400112	1	<a href="#">Undertake marketing activities</a>	4	4
IC050400212	2	<a href="#">Develop and implement strategies to expand client base</a>	4	4
IC050400312	3	<a href="#">Promote products and services</a>	4	4

**Specialist units**

Unit code:	Unit no:	Unit title:	Level:	Credit value:

**Optional units**

Unit code:	Unit no:	Unit title:	Level:	Credit value:

**Prerequisites**

Entry requirements	Requirements
<p>Learners will require the following skills for completion of this unit as follows: Analytical skills, communication skills, effective business relationships, information management skills, presentation skills, research and data collection skills, relate to people from diverse backgrounds, and diverse abilities. The unit is open to candidates of either gender and there are no entry barriers on grounds of race, creed or previous academic attainment or learning. There should be equality of access for candidates and candidates must be enabled and supported to undertake this qualification. All institute staff involved in the assessment or delivery of these qualifications should understand learner's requirements and through initial</p>	<ul style="list-style-type: none"> <li>• IELTS level 4 is preferred.</li> <li>• Pre-entry requirement of Certificate 3 in level or equivalency.</li> </ul> <p>Credit transfer is available as published.</p>

assessment, match them to the needs and capabilities before entering learners as candidates for this qualification.		
<b>Qualification pathways</b>		
<b>This qualification</b>	<b>Pathways</b>	
Level 4 Composite Award in Undertaking marketing activities	Certificate 4 in Marketing Certificate 4 in Management Certificate 4 in Business Administration Diploma in Business Administration	
<b>Copyright and ownership</b>		<b>Modification history</b>
Copyright of units, Intellectual Property Rights and ownership of the qualification will be owned by ACTVET.	Release no: 1	Previous code:
	Comment:	New code:
<b>National Occupational Standards</b>		Not available

Abu Dhabi Centre for Technical and Vocational Education and Training  
Marketing

Qualification title: Level 4 Composite Award in Undertaking marketing activities  
Qualification code: CAIC05040112

Qualification overview

This qualification is suitable for	Learners should be working in the field of marketing, administration, or management and have background knowledge of the profession as a minimum requirement.
Target market	The target market for this qualification is marketing, administration, or management generalists, small company owners and staff with a recruitment role.
Job activities/tasks	The core component of this unit contains competencies in: marketing, administration, or management.
Work context/conditions	This unit is for any individual who is, or wishes to be involved in marketing, administration, or management.
Example employers	Government organisations. Private sector employers.
Example jobs	Related occupations
Marketing Specialist Marketing Supervisor Marketing Manager Events Coordinator Events Supervisor	Office Managers Persons with departmental responsibility
Professional association	International professional association such as Chartered Institute of Marketing

<p>Abu Dhabi Centre for Technical and Vocational Education and Training Marketing Qualification title: Level 4 Composite Award in Undertaking marketing activities Qualification code: CAIC05040112</p> <p>Delivery and Assessment</p>	
<b>Mode of delivery</b>	
<p>Mode of delivery will be classroom or any other mode of delivery that meets the needs of the learner, ensuring learner has access to appropriate resources. It is strongly advised that learning and development of subject content and associated skills be referenced to real vocational situations in an office environment.</p>	
<b>Arrangements for learners with special assessment requirements</b>	
<p>Arrangements for learners with special assessment requirements may need to be adapted to meet;</p> <ul style="list-style-type: none"> <li>• language requirements</li> <li>• cultural or religious requirements</li> <li>• physical disabilities</li> <li>• particular learning needs.</li> </ul>	
<b>Trainer qualifications</b>	
<p>Training of learners will be by qualified Licensed Vocational Trainers who meet the requirements for employment in an ACTVET licensed institute and hold the required qualifications of Licensed Vocational Trainer (proposed). Licensed Vocational Trainers should be qualified and have recent experience of work in office environments. The trainer will comply with all licensing and accreditation requirements for an ACTVET Licensed Trainer.</p>	
<b>Training methods</b>	
<p>Licensed Vocational Trainers must use appropriate methods of training for classroom environment that reflects the vocational requirements of a workplace setting. Learning must be paced to meet the learner's needs, preferred style of learning and is taught at a level where all learners comprehend the concepts trained.</p>	
<b>Assessment</b>	
<p>Assessment will be in classroom environment conducted by Assessors who meet the requirements for employment in an ACTVET licensed institute and hold the required qualifications of Licensed Vocational Assessor. Assessment methodology will be selected to utilise the most appropriate methods of assessment for the knowledge or skill involved and will be tailored to meet the requirements of the Unit Standards. Assessors must take into consideration any special assessment arrangements for learners to ensure learners are not disadvantaged in the assessment process.</p>	<p>Assessors must have:</p> <ul style="list-style-type: none"> <li>• licensed Vocational Assessor qualifications or similar</li> <li>• applied industrial experience</li> <li>• assessment practices that meet QFEmirates National Standards of assessment</li> <li>• regular professional development practices.</li> </ul>

<b>Assessment methods</b>	
<p>All assessment methods must use the appropriate assessment methods to assess knowledge and skill. There must be fair, valid, reliable, authentic and sufficient evidence for all assessment criteria.</p> <p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this qualification:</p> <ul style="list-style-type: none"> <li>• assessment of written reports summarising results of candidate skills assessment and selection outcomes</li> <li>• observation of techniques</li> <li>• direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate</li> <li>• oral or written questioning</li> <li>• review of authenticated documents from the workplace or training environment</li> <li>• review of testimony from team members, colleagues, supervisors, managers, clients or candidates.</li> </ul>	
Assessor decisions will make assessments that will be coded according to the following schedule:	Code to be inserted on record sheet
<p>Observation of the candidate by the assessor (Role play scenarios included)</p> <p><i>Examination of the evidence by the assessor:</i></p> <p>Examination of a product</p> <p>Examination of the witness/expert testimony</p> <p>Examination of a case history</p> <p>Examination of a personal statement</p> <p>Examination of written answers to questions</p> <p><i>Questioning of the candidate or witness by the assessor:</i></p> <p>Questioning of the candidate</p> <p>Questioning of the witness</p> <p>Professional Discussion</p> <p>Realistic working environment</p> <p>Simulation</p>	<p>O</p> <p>EP</p> <p>EWT</p> <p>ECH</p> <p>EPS</p> <p>EWQ</p> <p>QC</p> <p>QW</p> <p>PD</p> <p>RWE</p> <p>S</p>
<b>Verifier</b>	<b>Vocational verifiers must have</b>
<p>The Verifier will observe Assessors carrying out assessments, review assessment decisions from the evidence provided and hold meetings with the assessment team to ensure consistency in the use of paperwork and interpretation of the qualification's requirements. Verifiers will ensure that learner tracking of registration for qualifications, assessment decisions and achievement, are recorded and maintained accurately and timely and are open to scrutiny.</p>	<ul style="list-style-type: none"> <li>• verifier qualifications or similar</li> <li>• applied industrial experience</li> <li>• verification practices that meet NQEmirates National Standards of verification</li> <li>• regular professional development practices</li> <li>• ability to manage the learner's work environment for the verification process</li> <li>• ability to evidence standardisation processes.</li> </ul>

<b>Verification method</b>	
Assessment and verification process will conform to the following:	
<ul style="list-style-type: none"> <li>• Institute systems for learner, assessment and verification are unified.</li> <li>• Qualified Assessors must be used for all assessment.</li> <li>• Learner's achievement is evidenced and recorded.</li> <li>• Learner is included in the assessment decision making process.</li> <li>• Assessment of learner's achievement is evidenced by best practice.</li> <li>• Assessment takes into account diversity and language differences.</li> <li>• Assessment of learner's achievement is tracked and recorded.</li> <li>• Learner will be able to compile their portfolio using their preferred technology.</li> <li>• Assessment uses valid, fair, authentic and reliable practice and reduces barriers to assessment.</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence collection makes efficient use of assessment opportunities and work production.</li> <li>• Licensed Vocational Verifiers must be used for all verifications.</li> <li>• Verification of learner's achievement is evidenced by best practice.</li> <li>• Verification of learner's achievement is tracked and recorded.</li> <li>• Standardisation of assessment and verification processes are evidenced</li> <li>• Evidence of sharing of learner, assessor and verifier best practice.</li> <li>• Evidence that complaints are addressed, recorded and solved effectively.</li> <li>• National Industry Sector Classification Code (SIC) to classify units and qualifications as per the guidance in the QFEmirates handbook.</li> </ul>
<b>Assessing and grading</b>	
<p>This qualification is a knowledge, skills and application qualification. Assessment should, where possible, take a holistic approach. Assessment in one unit can be used as the assessment for another, if the assessed piece of work covers the criteria in the units. Assessment must be accessible for learners and the process of assessment as simple as possible. Learners must demonstrate competence by producing a portfolio of evidence.</p> <p>This qualification is examined in two ways: assessment of performance and underpinning knowledge. All performance is assessed by an assessor against the performance criteria and recorded in the Cumulative Assessment Record. Competence recognises all qualification requirements have been achieved. Not yet competent means all requirements have been attempted but yet to be achieved, insufficient evidence means all requirements have not been attempted. Underpinning knowledge is examined that more than 80% of the predetermined marking criteria should be met.</p> <p>This qualification is internally assessed by qualified Assessors and verified by Qualified Internal and External Verifiers of Approved Provider status institutions. Simulations in assessment are not recommended will require prior approval from the External Verifier.</p>	
<b>Learner evidence</b>	
Learners must demonstrate knowledge and skill achievement in a presented portfolio.	
<b>Integrated assessment</b>	
Opportunities for integrated assessment are possible between units 1, 2 and 3.	

**Risk in assessment**

The learner's work environment needs proper management and risk management analyses. The following risks will be observed in the training, assessment and verification phases:

- health and safety
- stressing the learner
- inauthentic evidence/collation/unjustifiable support to the learner
- over-assessment
- potential of unfairness to the learner
- failing to meet assessment strategy of a qualification.

**Appeals procedure**

In the event that a learner judges that he is being unfairly considered in the assessment or verification process he has the right to appeal using the recognised appeals procedure and documentation (not included in this submission).

In the event that an assessor judges that he is being unfairly considered in the assessment or verification process he has the right to appeal using the recognised appeals procedure and documentation.

Abu Dhabi Centre for Technical and Vocational Education and Training Marketing Qualification title: Level 4 Composite Award in Undertaking marketing activities Qualification code: CAIC05040112  Unit: 1 Unit title: Undertake marketing activities Unit code: IC050400112 Marketing		
Level: 4	Credit value: 4	Notional learning hours: 60 hours
<b>Unit Information</b>		
<b>Unit description of content</b>		
<p>This unit describes the performance outcomes, skills and knowledge required to plan, implement and manage basic marketing and promotional activities. It is a foundation unit that covers general and basic marketing and promotional activities that do not require detailed or complex planning or implementation.</p> <p>The unit applies to people with no previous experience in marketing. It could be undertaken as part of a broader role of a person in a small enterprise, or as part of a marketing plan for a larger enterprise.</p>		
<b>Information for learning and achievement</b>		
<p>This unit is a knowledge, skill and application unit (KSA). Learners must attempt all aspects of the unit requirements and demonstrate achievement in all aspects of evidence requirements. It is strongly advised that learning and development of knowledge and associated skills be referenced to real vocational situations in the workplace. Evidence must be at the level required by the unit standard and all related criteria. Candidates must contribute to group work by playing a role of both individuals as well as team members in varied roles and parts in group activities. Groups must perform as a group but individuals within the group must perform different tasks to demonstrate achievement of evidence requirements.</p>		
<b>Assessment strategy</b>		
<p>Assessment of the evidence requirements, to confirm that learning outcomes have been met, is considered holistically where evidence in one unit or learning outcome may provide the evidence for other units and learning outcome.</p> <p>This qualification is examined in two ways: assessment of underpinning knowledge and performance.</p> <p>Underpinning knowledge is examined so that more than 80% of the predetermined marking criteria must be met.</p> <p>Performance is assessed by an assessor in the workplace against the performance criteria and recorded in the Cumulative Assessment Record. ‘Competent’ recognises all unit criteria have been achieved. ‘Not yet competent’ means all criteria have been attempted but yet to be achieved, ‘insufficient evidence’ means not all criteria have been attempted.</p> <p>This qualification is internally assessed by qualified Assessors and verified by Qualified Internal and External Verifiers of Approved Provider status institutions. Simulations in assessment are not recommended and will require prior approval from the External Verifier.</p> <p>Assessment of this unit is to be conducted in a classroom, simulated workplace environment and workplace environment. Assessment can include role play, scenario setting, drama performance, presentations, written material, reports, checklists, lists, statements, comparative charts, posters, portfolios and diagrammes.</p>		



<b>Recording and storing of learner achievement</b>
Keep evidence of learner's work in the Centre for up to one year. Encourage learners to maintain learning logs and evidence of professional development. Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.

Abu Dhabi Centre for Technical and Vocational Education and Training Marketing Qualification title: Level 4 Composite Award in Undertaking marketing activities Qualification code: CAIC05040112  Unit: 1 Unit title: Undertake marketing activities Unit code: IC050400112 Marketing		
Level: 4	Credit value: 4	Notional learning hours: 60 hours
<b>Assessment criteria: Knowledge, skills and application (KSA)</b>		
<b>Learning outcomes</b>		
Learning outcome 1: Be able to research marketing information		
Performance criteria: 1.1. The marketing concept is researched for application in the organisation. 1.2. Organisation's marketing plan is identified and analysed. 1.3. Needs for marketing activities from the established marketing plan are identified. 1.4. Previous marketing activities are investigated for relevant information. 1.5. The profile of the market segment positioning and market mix for each target segment is identified. 1.6. Outcomes expected from marketing activities are identified.		
Learning outcome 2: Be able to plan marketing activities		
Performance criteria: 2.1. Analysis of collected basic marketing information is undertaken. 2.2. Work activity plans for marketing activities are developed and documented. 2.3. Approval of plan is obtained from relevant enterprise personnel.		
Learning outcome 3: Be able to implement marketing activities		
Performance criteria: 3.1. Resources required for work activities are determined and accessed. 3.2. Marketing activities within job role are undertaken. 3.3. Responsibilities and functions for relevant personnel, performing specific marketing functions, are assigned. 3.4. Marketing activities plan is monitored, reviewed and amended as required.		
Learning outcome 4: Be able to review marketing activities		
Performance criteria: 4.1. Outcomes of marketing activities are measured and recorded. 4.2. Marketing activities are reviewed and recorded against expected outcomes to identify improvement. 4.3. Marketing activities report is prepared and communicated to relevant personnel.		
<b>Evidence guideline</b>		
<ul style="list-style-type: none"> <li>▪ Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.</li> <li>▪ Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.</li> <li>▪ Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.</li> <li>▪ Learners should demonstrate no less than 80% of the requirements for the summative assessment.</li> <li>▪ Re submissions are permissible.</li> </ul>		

**Evidence requirements**

1. Learners research marketing information and evidence with a report on marketing concepts, marketing plan and activities, marketing outcomes and positioning.
2. Learners plan marketing activities and evidence with a report on information analysis and work activity plans.
3. Learners implement marketing activities and evidence with a report on marketing activities, resources and personnel required, and amendments made based on review and monitoring.
4. Learners review marketing activities and evidence with an report on outcomes against objectives and suggestions for improvement.
5. Learners review own work and identify performance improvement strategies.

Abu Dhabi Centre for Technical and Vocational Education and Training

Marketing

Qualification title: Level 4 Composite Award in Undertaking marketing activities

Qualification code: CAIC05040112

Unit: 1

Unit title: Undertake marketing activities

Unit code: IC050400112

Marketing

**Mapping of CoreLife Skills**

Learning outcomes	Performance Criteria	Collecting, analysing, organising and applying information in a given context	Communicating information, concepts and ideas	Initiating and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
1	1.1	X	X	X			X	
	1.2	X	X	X				
	1.3	X	X	X				
	1.4	X	X	X				
	1.5	X	X	X				
	1.6	X	X	X				
2	2.1	X	X	X				
	2.2	X	X	X			X	
	2.3	X	X	X	X			
3	3.1	X	X	X				
	3.2	X	X	X				
	3.3	X	X	X	X			
	3.4	X	X	X			X	
4	4.1	X	X	X				
	4.2	X	X	X	X	X		
	4.3	X	X	X	X			

Abu Dhabi Centre for Technical and Vocational Education and Training Marketing Qualification title: Level 4 Composite Award in Undertaking marketing activities Qualification code: CAIC05040112  Unit: 2 Unit title: - Develop and implement strategies to expand the client base Unit code: IC050400212 Marketing		
Level: 4	Credit value: 4	Notional learning hours: 60 hours
<b>Unit Information</b>		
Unit description of content		
<p>This unit describes the performance outcomes, skills and knowledge required to develop and implement prospecting strategies to expand the client base of organisations or enterprises seeking to employ individuals. This unit applies to individuals working as consultants or managers within either a public or private organisations that market their services to expand the organisation's client base and market share.</p>		
Information for learning and achievement		
<p>The unit requires learners to demonstrate and achieve the key required skills and knowledge embedded in the unit. This unit is a knowledge, skill and application unit (KSA). Learners must attempt all aspects of the unit requirements and demonstrate achievement in all aspects of evidence requirements. It is strongly advised that learning and development of knowledge and associated skills be referenced to real vocational situations in the workplace. Evidence must be at the level required by the unit standard and all related criteria. Candidates must contribute to group work by playing a role of both individuals as well as team members in varied roles and parts in group activities. Groups must perform as a group but individuals within the group must perform different tasks to demonstrate achievement of evidence requirements.</p>		
Assessment strategy		
<p>Assessment of the evidence requirements, to confirm that learning outcomes have been met, is considered holistically where evidence in one unit or learning outcome may provide the evidence for other units and learning outcome.</p> <p>This qualification is examined in two ways: assessment of underpinning knowledge and performance.</p> <p>Underpinning knowledge is examined so that more than 80% of the predetermined marking criteria must be met.</p> <p>Performance is assessed by an assessor in the workplace against the performance criteria and recorded in the Cumulative Assessment Record. 'Competent' recognises all unit criteria have been achieved. 'Not yet competent' means all criteria have been attempted but yet to be achieved, 'insufficient evidence' means not all criteria have been attempted.</p> <p>This qualification is internally assessed by qualified Assessors and verified by Qualified Internal and External Verifiers of Approved Provider status institutions. Simulations in assessment are not recommended and will require prior approval from the External Verifier.</p> <p>Assessment can include: reports, reflective reports, checklists, lists, statements, comparative charts, role play, written material, posters, scenario setting, tabular presentations, drama performance, presentations, portfolios and diagrammes.</p>		
<b>Recording and storing of learner achievement</b>		
<p>Keep evidence of learner's work in the centre for up to one year.</p> <p>Maintain learning logs and evidence of professional development.</p> <p>Maintain learner portfolios of work as evidence of achieving learning outcomes</p>		

Abu Dhabi Centre for Technical and Vocational Education and Training Marketing Qualification title: Level 4 Composite Award in Undertaking marketing activities Qualification code: CAIC05040112  Unit: 2 Unit title: - Develop and implement strategies to expand the client base Unit code: IC050400212 Marketing		
Level: 4	Credit value: 4	Notional learning hours: 60 hours
<b>Assessment criteria: Knowledge, skills and application (KSA)</b>		
<b>Learning outcomes</b>		
Learning outcome 1: Be able to develop strategies to identify and target potential clients		
Performance criteria: 1.1. Research to identify potential clients is undertaken. 1.2. Marketing and promotional plans are developed to target potential clients. 1.3. Prospecting methods to target potential clients are used.		
Learning outcome 2: Be able to initiate relationship with potential clients		
Performance criteria: 2.1. Communication strategies are developed to effectively liaise with potential clients. 2.2. Client business requirements are identified and analysed. 2.3. Client business requirements are discussed and negotiated. 2.4. A tender and proposal are prepared to meet negotiated client business requirements. 2.5. Organisation's proposal is presented to client.		
Learning outcome 3: Be able to manage client relationship		
Performance criteria: 3.1. Follow-up contact is made with the client. 3.2. Business requirements are negotiated to ensure client satisfaction with the service to be provided. 3.3. Proposal to client is adapted as required. 3.4. Contract with client is developed.		
Learning outcome 4: Be able to utilise networks to expand client base		
Performance criteria: 4.1. Established networks are reviewed and assessed for effectiveness in identifying potential clients. 4.2. Communication strategies are used to utilise networks to identify and build relationships with potential clients. 4.3. Benefits in network and other relationships are identified in expanding the client base.		
<b>Evidence guideline</b>		
<ul style="list-style-type: none"> <li>▪ Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.</li> <li>▪ Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.</li> <li>▪ Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.</li> <li>▪ Learners should demonstrate no less than 80% of the requirements for the summative assessment.</li> <li>▪ Re submissions are permissible.</li> </ul>		

### **Evidence requirements**

1. Learners develop strategies to identify and target potential clients and evidence with a report on market research and plans and methods to target potential clients.
2. Learners initiate relationships with potential clients and evidence with a report on a communication strategies, client business requirements, and tenders and proposals to meet the needs of the client.
3. Learners manage client relations and evidence with a report on customer interactions, negotiations, adaptations and contract.
4. Learners utilise networks to expand the client base and evidence with a report on network analysis, the benefits and effectiveness of the network, and actions to better utilise networks to expand the client base.
5. Learners review own work and identify performance improvement strategies.

Abu Dhabi Centre for Technical Vocational Education and Training  
**Marketing**  
 Qualification title: Level 4 Composite Award in Undertaking marketing activities  
 Qualification code: CAIC05040112

Unit: 2  
 Unit title: - Develop and implement strategies to expand the client base  
 Unit code: IC050400212  
**Marketing**

**Mapping of CoreLife Skills**

Learning outcomes	Performance Criteria	Collecting, analysing, organising and applying information in a given context	Communicating information, concepts and ideas	Initiating and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
1	1.1	X	X	X	X	X	X	
	1.2	X	X	X	X	X	X	
	1.3	X	X	X	X	X	X	
2	2.1	X	X	X	X			
	2.2	X	X	X				
	2.3	X	X	X				
	2.4	X	X	X	X	X	X	
	2.5	X	X	X	X	X	X	
3	3.1	X	X	X	X	X	X	
	3.2	X	X	X	X	X	X	
	3.3	X	X	X	X	X	X	
	3.4	X	X	X	X	X	X	
4	4.1	X	X	X	X		X	
	4.2	X	X	X	X		X	
	4.3	X	X	X	X		X	



Abu Dhabi Centre for Technical and Vocational Education and Training Marketing Qualification title: Level 4 Composite Award in Undertaking marketing activities Qualification code: CAIC05040112  Unit: 3 Unit title: Promote products and services Unit code: IC050400312 Marketing		
Level: 4	Credit value: 4	Notional learning hours: 60 hours
<b>Unit Information</b>		
<b>Unit description of content</b>		
<p>This unit describes the performance outcomes, skills and knowledge required to coordinate and review the promotion activities of an organisation's products and services.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit applies to individuals with a broad knowledge of the promotion of products and services specific to an organisation. They may have responsibility to provide guidance or to delegate aspects of these tasks to others</p>		
<b>Information for learning and achievement</b>		
<p>This unit is a knowledge, skill and application unit (KSA). Learners must attempt all aspects of the unit requirements and demonstrate achievement in all aspects of evidence requirements. It is strongly advised that learning and development of knowledge and associated skills be referenced to real vocational situations in the workplace. Evidence must be at the level required by the unit standard and all related criteria. Candidates must contribute to group work by playing a role of both individuals as well as team members in varied roles and parts in group activities. Groups must perform as a group but individuals within the group must perform different tasks to demonstrate achievement of evidence requirements.</p>		
<b>Assessment strategy</b>		
<p>Assessment of the evidence requirements, to confirm that learning outcomes have been met, is considered holistically where evidence in one unit or learning outcome may provide the evidence for other units and learning outcome.</p> <p>This qualification is examined in two ways: assessment of underpinning knowledge and performance.</p> <p>Underpinning knowledge is examined so that more than 80% of the predetermined marking criteria must be met.</p> <p>Performance is assessed by an assessor in the workplace against the performance criteria and recorded in the Cumulative Assessment Record. 'Competent' recognises all unit criteria have been achieved. 'Not yet competent' means all criteria have been attempted but yet to be achieved, 'insufficient evidence' means not all criteria have been attempted.</p> <p>This qualification is internally assessed by qualified Assessors and verified by Qualified Internal and External Verifiers of Approved Provider status institutions. Simulations in assessment are not recommended and will require prior approval from the External Verifier.</p> <p>Assessment of this unit is to be conducted in a classroom and workplace environment.</p> <p>Assessment can include: reports, reflective reports, checklists, lists, statements, comparative charts, role play, written material, posters, scenario setting, tabular presentations, drama performance, presentations, portfolios and diagrammes.</p>		

**Recording and storing of learner achievement**

Keep evidence of learner's work in the Centre for up to one year.

Encourage learners to maintain learning logs and evidence of professional development.

Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.

Abu Dhabi Centre for Technical and Vocational Education and Training  
Marketing  
Qualification title: Level 4 Composite Award in Undertaking marketing activities  
Qualification code: CAIC05040112

Unit: 3  
Unit title: Promote products and services  
Unit code: IC050400312  
Marketing

Level: 4	Credit value: 4	Notional learning hours: 60 hours
<b>Assessment criteria: Knowledge, skills and application (KSA)</b>		
<b>Learning outcomes</b>		
<b>Learning outcome 1: Be able to plan promotional activities</b>		
Performance criteria:		
1.1. Promotional activities are identified and assessed to ensure compatibility with organisational requirements.		
1.2. Promotional activities are planned and scheduled according to the marketing needs of the organisation.		
1.3. Overall promotional objectives are determined in consultation with designated individuals and groups.		
1.4. Time lines and costs for promotion of activities are realistic and consistent with budget resources.		
1.5. Action plans are developed to provide details of products and services promoted.		
<b>Learning outcome 2: Be able to coordinate promotional activities</b>		
Performance criteria:		
2.1. Personnel and resources to support promotional activities are identified and prepared to facilitate the achievement of promotional goals.		
2.2. Roles and responsibilities for delivery of promotional services and allocation to relevant personnel are identified and agreed.		
2.3. Relationships are established with the targeted groups and conducted in a manner which enhances the positive image of the organisation.		
2.4. Networks are utilized to assist in the implementation of promotional activities.		
<b>Learning outcome 3: Be able to review and report on promotional activities</b>		
Performance criteria:		
3.1. Audience feedback and data to determine the impact of the promotional activity on the delivery of products and services are analysed.		
3.2. The effectiveness of planning processes to identify possible improvements in future activities is assessed.		
3.3. Feedback is collected and provided to personnel and agencies involved in promotional activity.		
3.4. Costs and time lines are analysed to evaluate the benefits accruing from the promotional activities.		
3.5. Constructive advice on future directions of promotional activities based on verifiable evidence is provided and conclusions and recommendations prepared.		

<b>Evidence guideline</b>
<ul style="list-style-type: none"><li>▪ Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.</li><li>▪ Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.</li><li>▪ Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.</li><li>▪ Learners should demonstrate no less than 80% of the requirements for the summative assessment.</li><li>▪ Re submissions are permissible.</li></ul>
<b>Evidence requirements</b>
<ol style="list-style-type: none"><li>1. Learners plan promotional activities and evidence with a report on promotional objectives and activities, time lines and costs, and action plans to describe products and services promoted.</li><li>2. Learners coordinate promotional activities and evidence with a report on personnel and resources required, communication and interaction with target groups and networks utilised.</li><li>3. Learners review and report on promotional activities and evidence with a report on feedback of the audience, the effectiveness of the planning process, feedback to personnel and agencies involved, costs and timelines, and recommendations for improvement.</li><li>4. Learners review own work and identify performance improvement strategies.</li></ol>

Abu Dhabi Centre for Technical and Vocational Education and Training  
 Marketing  
 Qualification title: Level 4 Composite Award in Undertaking marketing activities  
 Qualification code: CAIC05040112

Unit: 3  
 Unit title: Promote products and services  
 Unit code: IC050400312  
 Marketing

**Mapping of CoreLife Skills**

Learning outcomes	Performance Criteria	Collecting, analysing, organising and applying information in a given context	Communicating information, concepts and ideas	Initiating and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
<b>1</b>	1.1	x	x	x			x	
	1.2	x	x	x	x		x	
	1.3	x	x	x	x	x		
	1.4	x	x	x				
	1.5	x	x	x			x	
<b>2</b>	2.1	x	x	x				
	2.2	x	x	x				
	2.3	x	x	x				
	2.4	x	x	x	x		x	
<b>3</b>	3.1	x	x	x	x	x	x	
	3.2	x	x	x	x	x	x	
	3.3	x	x	x	x	x	x	
	3.4	x	x	x	x	x	x	
	3.5	x	x	x	x	x	x	