OCR
Oxford Cambridge and RSA

Unit Title:	Principles of marketing theory
OCR unit number:	55
Level:	2
Credit value:	4
Guided learning hours:	30
Unit reference number:	D/502/9928

Unit aim and purpose

This unit aims to develop knowledge and understanding of the principles of marketing. Upon completion of this unit, learners will have developed their understanding of market segmentation and the value of marketing, as well as the principles of socially responsible marketing.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Understand how to segment the market	1.1 Explain the importance of defining market segments 1.2 Describe the difference between market segments and customer classifications 1.3 Explain how to cluster customers with similar characteristics 1.4 Describe how a range of products may appeal to different market segments 1.5 Describe the importance of valid and reliable marketing data to segmenting the market 1.6 Explain the strengths and weakness of different marketing data collection methods 1.7 Describe the use of Customer Relationship Management (CRM) activities and systems
2 Understand the value of marketing	2.1 Describe the role of marketing in enhancing the sale of products and/or services 2.2 Explain the significance of customer loyalty to the achievement of marketing objectives 2.3 Explain the role of performance indicators and evaluation arrangements 2.4 Describe the factors to be taken into account when assessing the cost and value of marketing activities 2.5 Explain the significance of brand and reputation to sales performance
3 Understand the principles of socially responsible marketing	3.1 Explain the scope and purpose of socially responsible marketing 3.2 Explain the importance of involving stakeholders in socially responsible marketing activities 3.3 Explain how core values are expressed through coherent branding and chosen communication methods 3.4 Explain the requirements of socially responsible marketing campaigns

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Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .

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