

Unit 1: Marketing

Learning hours: 60

NQF level 4: BTEC Higher National – H1

Description of unit

This unit aims to provide learners with an introduction to the fundamental concepts and principles that underpin the marketing process. In addition, it examines the role and practice of marketing within the changing business environment. This broad-based unit will provide all learners with a concise and contemporary overview of marketing, and give them the knowledge and skills to underpin further study in the specialist field of marketing.

Summary of learning outcomes

To achieve this unit a learner must:

- 1 Investigate the **concept and process of marketing**
- 2 Explore the concepts of **segmentation, targeting and positioning**
- 3 Identify and analyse the individual elements of the **extended marketing mix**
- 4 Apply the extended marketing mix to **different marketing segments and contexts**.