

Unit Title: **Brand Development**



Unit Credit Value:	5
Unit Level:	Three
Unit Guided Learning Hours:	30
Ofqual Unit Reference Number:	H/505/1591
Unit Review Date:	31/12/2016
Unit Sector:	15.4 Marketing and Sales

Unit Summary

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.

Unit Information

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

This unit has 3 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand the constituents of the promotional mix	1.1. Explain what is meant by promotional mix 1.2. Assess the suitability of a promotional mix for a product or service
2. Understand how to promote a brand to customers	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 OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
3. Be able to prepare promotional plans	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

Evidence Requirements

Evidence of practical ability must be demonstrated.