

Unit Title: **Understand Legal, Regulatory and Ethical Requirements in Sales and Marketing**



Unit Credit Value:	2
Unit Level:	Two
Unit Guided Learning Hours:	15
Ofqual Unit Reference Number:	F/502/8206
Unit Review Date:	31/08/2017
Unit Sector:	15.4 Marketing and Sales

Unit Summary

The aim of this unit is to enable learners to understand an organisation's procedures for dealing with legal, regulatory and ethical requirements relating to sales or marketing and the legal, regulatory and ethical limits of the role.

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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 2 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand an organisation's procedures for dealing with legal, regulatory and ethical requirements relating to sales or marketing	1.1. Describe an organisation's procedures for raising legal, regulatory and ethical concerns 1.2. Explain the scope of legal, regulatory and ethical requirements in sales or marketing 1.3. Explain how the legal, regulatory and ethical requirements relate to the business of selling or marketing 1.4. Describe internal and external sources of information on legal, regulatory and ethical requirements 1.5. Explain how an "ethical approach" affects organisations in the sales or marketing environment 1.6. Explain the importance of contract law in sales

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
2. Understand the legal, regulatory and ethical limits of the sales or marketing role	2.1. Explain the legal, regulatory and ethical requirements relevant to the role 2.2. Describe the potential consequences of not complying with legal, regulatory or ethical requirements 2.3. Explain the importance of working within the limits of the role, responsibilities and authority 2.4. Explain the process for reporting legal, regulatory and ethical concerns 2.5. Explain the importance of clarity of communication with the customer to ensure common understanding of agreements and expectations

Assessment Guidance

Learning Outcome 1

1.2 Scope: procedures, actions, processes.

1.3 Legal requirements: Health and Safety at Work Act, Working Time Directive and employment legislation, Copyright Laws, Equality ACT, Data Protection Act.

Regulatory Requirements: FSA regulations.

Ethical Requirements: moral, political, material.

1.4 Internal sources: Intranet, Human Resources Department, Company Handbook.

1.4 External sources: Government bodies, trade associations, Health and Safety Executive, Office for Disability Issues.

1.5 Explain: the learner must show understanding of what is meant by an ethical approach.

1.6 Explain: the learner must also show understanding of what is meant by contract law including cooling off period.

Learning Outcome 2

2.1 Explain: the learner must be aware of all the legislation, regulations in the range and how there relevant to their job role.

2.1 Legal requirements: Health and Safety at Work Act, Working Time Directive and employment legislation, Copyright Laws, Equality ACT, Data Protection Act

Regulatory Requirements: FSA regulations.

Ethical Requirements: moral, political, material.

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2.3 Explain: the learner must show an understanding of what is meant by each as well as explaining the importance of working within the limits of each.

2.4 Explain: the learner must explain at least three stages of the reporting process.