

Level 2 Marketing mandatory knowledge units mapped to Personal Learning and Thinking Skills



This map accompanies the PLTS Guide for practitioners which can be downloaded from www.cfa.uk.com

The guide includes:

- an explanation about the importance of PLTS
- general principles for delivery
- where there is little or no coverage in the mandatory units, illustrations of where PLTS can be found in the optional units
- illustrations of PLTS in Functional Skills, ERR and other processes.

Independent Enquiry	INDEPENDENT ENQUIRY					
	Identify questions to answer and problems to resolve	Plan and carry out research, appreciating the consequences of decisions	Explore issues, events or problems from different perspectives	Analyse and evaluate information, judging its relevance and value	Consider the influence of circumstances, beliefs and feelings on decisions and events	Support conclusions, using reasoned arguments and evidence
Level 2 Certificate in Principles of Marketing mandatory unit content						
Unit L/601/7638: Principles of personal responsibilities and working in a business environment						
LO1: Know the employment rights and responsibilities of the employee and employer	1.1 - 1.3; 1.5	1.3	1.5	1.5; 1.6	1.5	1.1-1.3; 1.5; 1.6
LO2: Understand the purpose of health and safety and security procedures at work	2.1; 2.3		2.1	2.2		2.1-2.3
LO3: Understand how to communicate effectively with others						
LO4: Understand how to work with and support colleagues						
LO5: Know how to plan own work and be accountable to others						
LO6: Understand the purpose of improving own performance at work and how to do so	6.3	6.3	6.3	6.3	6.3	6.3
LO7: Understand the types of problems that may occur at work and how to deal with them	7.1		7.2; 7.3	7.2	7.2; 7.3	7.2

Independent Enquiry

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Level 2 Certificate in Principles of Marketing mandatory unit content

Unit D/502/9928: Principles of marketing theory

LO1: Understand how to segment the market			1.4; 1.6	1.1-1.7		
LO2: Understand the value of marketing			2.4	2.1-2.5	2.2; 2.5	
LO3: Understand the principles of socially responsible marketing				3.1-3.4	3.3	

Unit F/502/8206: Understand the legal, regulatory and ethical requirements in sales or marketing

LO1: Understand an organisation's procedures for dealing with legal, regulatory and ethical requirements relating to sales or marketing		1.4		1.1-1.6		
LO2: Understand the legal, regulatory and ethical limits of the sales or marketing role			2.2; 2.5	2.1; 2.3; 2.4		

Team Working

TEAM WORKING

Collaborate with others to work towards common goals

Reach agreements, managing discussions to achieve results

Adapt behaviour to suit different roles and situations, including leadership roles

Show fairness and consideration to others

Take responsibility, showing confidence in themselves and their contribution

Provide constructive support and feedback to others

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Unit L/601/7638: Principles of personal responsibilities and working in a business environment

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LO2: Understand the purpose of health and safety and security procedures at work						
LO3: Understand how to communicate effectively with others		3.1-3.3	3.2	3.3		
LO4: Understand how to work with and support colleagues	4.1			4.3	4.2	4.3
LO5: Know how to plan own work and be accountable to others						
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Self Management	SELF MANAGEMENT						
	Seek out challenges or new responsibilities and show flexibility when priorities change	Work towards goals, showing initiative, commitment and perseverance	Organise time and resources, prioritising actions	Anticipate, take and manage risks	Deal with competing pressures, including personal and work-related demands	Respond positively to change, seeking advice and support when needed	Manage their emotions and build and maintain relationships
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LO4: Understand how to work with and support colleagues	4.2						
LO5: Know how to plan own work and be accountable to others		5.1	5.2		5.2;5.3		
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Reflective Learning

REFLECTIVE LEARNING

Assess themselves and others, identifying opportunities and achievements

Set goals with success criteria for their development and work

Review progress, acting on the outcomes

Invite feedback and deal positively with praise, setbacks and criticism

Evaluate experiences and learning to inform future progress

Communicate their learning in relevant ways for different audiences

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Creative Thinking

CREATIVE THINKING

Generate ideas and explore possibilities

Ask questions to extend their thinking

Connect their own and others' ideas and experiences in inventive ways

Question their own and others' assumptions

Try out alternatives or new solutions and follow ideas through

Adapt ideas as circumstances change

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Effective Participator:

- Effective Participator – No automatic coverage in mandatory knowledge units