

Marketing NVQ L2 Certificate mandatory unit content



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
Marketing NVQ L2 Certificate mandatory unit content						
Y/601/2474: Work with other people in a business environment						
LO1: Understand how your role fits with organisational values and practices		1.1 - 1.8				
LO2: Understand how to work as part of a team to achieve goals and objectives						
LO3: Understand how to communicate as part of a team						
LO4: Understand the contribution of individuals within a team						
LO5: Understand how to deal with problems and disagreements						
LO6: Understand the purpose of feedback when working as a team						
LO7: Be able to work in a way that fits with organisational values and practices						
LO8: Be able to work in a team to achieve goals and objectives						
LO9: Be able to deal with or refer problems in a team						
LO10: Be able to use feedback on objectives in a team						
L/601/2469: Improve own performance in a business environment						
LO1: Understand how to improve own performance						
LO2: Be able to improve own performance using feedback						
LO3: Be able to agree own development needs using a learning plan						
F/502/9923: Collect and organise market research data						
LO1: Be able to collect market research data		1.1 - 1.6				
LO2: Be able to organise market research data				2.1 - 2.5		
LO3: Be able to use IT to manage market research data						
L/502/9925: Contribute to measuring the marketing response						
LO1: Be able to present information on the effectiveness of marketing campaigns		1.1		1.2-1.5		1.6
LO2: Understand the principles of measuring marketing responses		2.1-2.5	2.1-2.5	2.1-2.5		

Effective Participation

EFFECTIVE PARTICIPATION

Discuss issues of concern seeking resolution where needed

Present a persuasive case for action

Propose practical ways forward breaking these down into manageable steps

Identify improvements that would benefit others as well as themselves

Try to influence others, negotiating and balancing diverse views to reach workable solutions

Act as an advocate for views and beliefs that may differ from their own

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LO4: Understand the contribution of individuals within a team

LO5: Understand how to deal with problems and disagreements

5.1; 5.2

LO6: Understand the purpose of feedback when working as a team

LO7: Be able to work in a way that fits with organisational values and practices

7.4

LO8: Be able to work in a team to achieve goals and objectives

8.1

LO9: Be able to deal with or refer problems in a team

9.1 - 9.3

LO10: Be able to use feedback on objectives in a team

L/601/2469: Improve own performance in a business environment

LO1: Understand how to improve own performance

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LO3: Be able to agree own development needs using a learning plan

F/502/9923: Collect and organise market research data

LO1: Be able to collect market research data

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L/502/9925: Contribute to measuring the marketing response

LO1: Be able to present information on the effectiveness of marketing campaigns

1.6

LO2: Understand the principles of measuring marketing responses

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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LO1: Understand how your role fits with organisational values and practices						
LO2: Understand how to work as part of a team to achieve goals and objectives	2.1 - 2.6					
LO3: Understand how to communicate as part of a team	3.1; 3.2	3.1; 3.2	3.2			3.1; 3.2
LO4: Understand the contribution of individuals within a team				4.1 - 4.3		
LO5: Understand how to deal with problems and disagreements		5.1; 5.2				
LO6: Understand the purpose of feedback when working as a team						6.1; 6.2
LO7: Be able to work in a way that fits with organisational values and practices						
LO8: Be able to work in a team to achieve goals and objectives	8.1 - 8.3	8.1		8.5		8.4
LO9: Be able to deal with or refer problems in a team		9.1 - 9.3				
LO10: Be able to use feedback on objectives in a team						10.1

L/601/2469: Improve own performance in a business environment

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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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LO7: Be able to work in a way that fits with organisational values and practices		7.1 - 7.4				
LO8: Be able to work in a team to achieve goals and objectives		8.6	8.6		8.6	
LO9: Be able to deal with or refer problems in a team						
LO10: Be able to use feedback on objectives in a team						

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F/502/9923: Collect and organise market research data

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LO2: Be able to organise market research data		2.1 - 2.3	2.1 - 2.3		2.1 - 2.3	
LO3: Be able to use IT to manage market research data		3.1 - 3.3	3.1 - 3.3		3.1 - 3.3	

L/502/9925: Contribute to measuring the marketing response

LO1: Be able to present information on the effectiveness of marketing campaigns		1.1 - 1.5	1.1 - 1.5		1.1 - 1.5	
LO2: Understand the principles of measuring marketing responses						

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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LO10: Be able to use feedback on objectives in a team	10.3		10.3	10.2	10.3	

L/601/2469: Improve own performance in a business environment

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LO2: Be able to improve own performance using feedback			2.3	2.1; 2.2		
LO3: Be able to agree own development needs using a learning plan	3.1	3.2; 3.3	3.4		3.1	

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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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