

# Marketing NVQ L3 Diploma mandatory unit content



This map accompanies the PLTS Guide for practitioners which can be downloaded from [www.cfa.uk.com](http://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
<b>Marketing NVQ L3 Diploma mandatory unit content</b>						
<b>R/601/2523: Work with other people in a business environment</b>						
LO1: Understand how to support an organisation's overall mission and purpose		1.1 - 1.6	1.4			
LO2: Understand how to work as a team to achieve goals and objectives						
LO3: Understand how to communicate as 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 team to achieve goals and objectives						
LO8: Be able to deal with problems in a team						
LO9: Be able to share feedback on objectives in a team						
<b>F/601/2520: Evaluate and improve own performance in a business environment</b>						
LO1: Understand how to evaluate and improve own performance						
LO2: Be able to evaluate and improve own performance using feedback from others						
LO3: Be able to use evaluation of own performance to agree, develop and use a learning plan						
<b>Y/502/9927: Analyse competitor activity</b>						
LO1: Be able to identify competitor activity		1.1 - 1.5	1.1 - 1.5	1.1 - 1.5		1.1 - 1.5
LO2: Be able to determine the nature of the threat posed by competitor activity			2.1 - 2.3	2.1 - 2.3		2.1 - 2.3
<b>R/502/9957: Contribute to the development of a marketing plan L3</b>						
LO1: Be able to contribute to the development of a marketing plan		1.1; 1.2		1.3		1.4
LO2: Understand the principles underpinning the development of marketing plans		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

#### Marketing NVQ L3 Diploma mandatory unit content

##### R/601/2523: Work with other people in a business environment

LO1: Understand how to support an organisation's overall mission and purpose

LO2: Understand how to work as a team to achieve goals and objectives

LO3: Understand how to communicate as a team

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 team to achieve goals and objectives

7.5

LO8: Be able to deal with problems in a team

8.1; 8.2

7.3

LO9: Be able to share feedback on objectives in a team

##### F/601/2520: Evaluate and improve own performance in a business environment

LO1: Understand how to evaluate and improve own performance

LO2: Be able to evaluate and improve own performance using feedback from others

LO3: Be able to use evaluation of own performance to agree, develop and use a learning plan

##### Y/502/9927: Analyse competitor activity

LO1: Be able to identify competitor activity

LO2: Be able to determine the nature of the threat posed by competitor activity

##### R/502/9957: Contribute to the development of a marketing plan L3

LO1: Be able to contribute to the development of a marketing plan

1.4; 1.7

LO2: Understand the principles underpinning the development of marketing plans

## 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

#### Marketing NVQ L3 Diploma mandatory unit content

##### R/601/2523: Work with other people in a business environment

LO1: Understand how to support an organisation's overall mission and purpose						
LO2: Understand how to work as a team to achieve goals and objectives	2.1 - 2.6					
LO3: Understand how to communicate as a team	3.1 - 3.3	3.1 - 3.3	3.2			3.1 - 3.3
LO4: Understand the contribution of individuals within a team				4.1; 4.2		
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 team to achieve goals and objectives	7.6 - 7.9; 7.12	7.6		7.11	7.7; 7.9	7.10
LO8: Be able to deal with problems in a team		8.1; 8.2				
LO9: Be able to share feedback on objectives in a team						9.1

##### F/601/2520: Evaluate and improve own performance in a business environment

LO1: Understand how to evaluate and improve own performance						
LO2: Be able to evaluate and improve own performance using feedback from others						
LO3: Be able to use evaluation of own performance to agree, develop and use a learning plan						

##### Y/502/9927: Analyse competitor activity

LO1: Be able to identify competitor activity						
LO2: Be able to determine the nature of the threat posed by competitor activity						

##### R/502/9957: Contribute to the development of a marketing plan L3

LO1: Be able to contribute to the development of a marketing plan	1.5; 1.7	1.6				
LO2: Understand the principles underpinning the development of marketing plans						

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
Marketing NVQ L3 Diploma mandatory unit content							
R/601/2523: Work with other people in a business environment							
LO1: Understand how to support an organisation's overall mission and purpose							
LO2: Understand how to work as a team to achieve goals and objectives							
LO3: Understand how to communicate as 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 team to achieve goals and objectives		7.1 - 7.5	7.12		7.12		
LO8: Be able to deal with problems in a team							
LO9: Be able to share feedback on objectives in a team							
F/601/2520: Evaluate and improve own performance in a business environment							
LO1: Understand how to evaluate and improve own performance							
LO2: Be able to evaluate and improve own performance using feedback from others							
LO3: Be able to use evaluation of own performance to agree, develop and use a learning plan							
Y/502/9927: Analyse competitor activity							
LO1: Be able to identify competitor activity		1.1 - 1.5	1.1 - 1.5		1.1 - 1.5		
LO2: Be able to determine the nature of the threat posed by competitor activity		2.1 - 2.3	2.1 - 2.3		2.1 - 2.3		
R/502/9957: Contribute to the development of a marketing plan L3							
LO1: Be able to contribute to the development of a marketing plan		1.1 - 1.7	1.1 - 1.7		1.1 - 1.7		
LO2: Understand the principles underpinning the development of marketing plans							

## 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

#### Marketing NVQ L3 Diploma mandatory unit content

##### R/601/2523: Work with other people in a business environment

LO1: Understand how to support an organisation's overall mission and purpose

LO2: Understand how to work as a team to achieve goals and objectives

LO3: Understand how to communicate as 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 team to achieve goals and objectives

LO8: Be able to deal with problems in a team

LO9: Be able to share feedback on objectives in a team

9.3

9.3

9.2

9.3

6.1; 6.2

##### F/601/2520: Evaluate and improve own performance in a business environment

LO1: Understand how to evaluate and improve own performance

1.3; 1.6; 1.7

1.8

1.4

1.2

1.1; 1.3; 1.5

LO2: Be able to evaluate and improve own performance using feedback from others

2.2; 2.5

2.3; 2.4

2.1; 2.2

2.2; 2.5

LO3: Be able to use evaluation of own performance to agree, develop and use a learning plan

3.4

3.2; 3.3

3.4

3.1; 3.4

##### Y/502/9927: Analyse competitor activity

LO1: Be able to identify competitor activity

LO2: Be able to determine the nature of the threat posed by competitor activity

##### R/502/9957: Contribute to the development of a marketing plan L3

LO1: Be able to contribute to the development of a marketing plan

1.5

LO2: Understand the principles underpinning the development of marketing plans

## 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

#### Marketing NVQ L3 Diploma mandatory unit content

#### R/601/2523: Work with other people in a business environment

LO1: Understand how to support an organisation's overall mission and purpose

LO2: Understand how to work as a team to achieve goals and objectives

LO3: Understand how to communicate as 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 team to achieve goals and objectives

LO8: Be able to deal with problems in a team

8.1; 8.2

8.1; 8.2

8.2

LO9: Be able to share feedback on objectives in a team

#### F/601/2520: Evaluate and improve own performance in a business environment

LO1: Understand how to evaluate and improve own performance

1.4

LO2: Be able to evaluate and improve own performance using feedback from others

2.3; 2.4

LO3: Be able to use evaluation of own performance to agree, develop and use a learning plan

#### Y/502/9927: Analyse competitor activity

LO1: Be able to identify competitor activity

LO2: Be able to determine the nature of the threat posed by competitor activity

2.3

#### R/502/9957: Contribute to the development of a marketing plan L3

LO1: Be able to contribute to the development of a marketing plan

1.4; 1.7

LO2: Understand the principles underpinning the development of marketing plans