Unit Title:	**Marketing in active leisure**
OCR unit number	15
Sector unit number	LM3 - 15
Level:	3
Credit value:	6
Guided learning hours:	30
Unit reference number:	D/503/0772

Unit purpose and aim

This unit covers the knowledge, understanding and skills that a learner needs in relation to marketing in an active leisure organisation.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Understand marketing in the context of active leisure	1.1 Explain the purpose and value of marketing for active leisure organisations
	1.2 Explain the components of a marketing mix in the context of active leisure
2 Understand marketing methods in the context of active leisure	2.1 Explain how to identify market segments for an active leisure organisation
	2.2 Compare different methods to research customer needs and expectations, including evaluating current provision
	2.3 Explain how to identify and prioritise target markets for active leisure services/products based on market research
	2.4 Explain the process of developing new, or refining existing, active leisure services/products to meet market needs
	2.5 Explain how to assess different promotional methods for appropriateness and cost-effectiveness in an active leisure context
	2.6 Explain the importance of evaluating marketing plans and activities
3 Be able to develop a draft marketing plan for active leisure services/products	3.1 Use different research methods to identify the needs and expectations of existing and potential customers
	3.2 Select active leisure services/products appropriate to identified market needs
	3.3 Identify target markets and marketing objectives
	3.4 Plan cost-effective promotional methods,

Learning Outcomes	Assessment Criteria
	activities, schedules and resources to achieve marketing objectives

Assessment

All learning outcomes in this unit must be assessed using methods appropriate to the assessment of the knowledge and understanding.

Candidates must provide all of the evidence identified below. All evidence must be produced independently.

Learning outcomes 1 - 2 can be assessed by one or a mixture of:

- Written questions and answers

- Projects

- Assignments

- Discussions with learner.

Learning outcome 3 should be assessed by practical assignments or projects, for example, a work-based assignment based on developing a marketing plan for a service or department within an active leisure organisation.

Evidence requirements

There must be valid, authentic and sufficient evidence for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.

Guidance on assessment and evidence requirements

This section provides guidance for tutors on the types of assessment activities that can be used and evidence to be produced that will ensure coverage of the learning outcomes and related assessment criteria.

Evidence can be generated in a variety of ways – through completion of OCR-devised workbooks, through centre-devised assignments, projects or tasks or through naturally occurring work-based activities. Any centre-devised assignments, projects or tasks must be cross-referenced to the appropriate learning outcomes and assessment criteria to ensure that full coverage can be achieved.

Portfolios of evidence must be produced independently and centres must confirm to OCR that the evidence is the original work of the candidate. Recording documents are provided on the website for this purpose.

National Occupational Standards (NOS) mapping/signposting

NOS can viewed at **www.ukstandards.co.uk**.

Occupational standards	Unit number	Title
Leisure Management NOS 2010 (SkillsActive)	B232	Develop and implement marketing plans for your area of responsibility.

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		**Mathematics**		**ICT**	
Speaking and Listening		Representing		Use ICT systems	✓
Reading	✓	Analysing	✓	Find and select information	✓
Writing	✓	Interpreting	✓	Develop, present and communicate information	✓

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .