

AcQual 114 Course Outline for New Short Course

V2

(for courses less than 0.3333 EFTS)

Course Title:	Launching Products and Generating Market Demand		
SMS Course Code:		TEC Qualification Code:	OTCONT
Approvals Database Application No:		Level:	5
EFTS:		Credit:	4
Total Learning Hours:	40	Directed Learning Hours:	
Work Experience Learning Hours:	Nil	Self Directed Learning Hours:	40
NQF Unit Standards assessed in this course: N/A			

Aim:

To learn the basics of branding products, promotion tools and digital marketing for incorporation into a marketing plan to promote a product or service.

Learning Outcomes:

At the completion of the course, learners will be able to:

1. Apply marketing concepts and processes to develop a product brand for the promotion of a product or service taking into account distribution channels, cost effective promotion tools and digital marketing.
2. Design a marketing plan for a product or service and justify improvements to early drafts.

Indicative Content:

- Product branding and distribution channels
- Leveraging promotion tools and tactics
- The power of digital marketing

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	100%	1, 2

Completion Requirements:

Learners must achieve a 50% pass mark for successful completion.

Related courses

Launching products and generating market demand is the third of three short courses required for the Principles of Marketing course. The related short courses are:

- Core foundations of successful marketing
- Market research and customer insights

Award:

EduBit EBT500020

Resources:

1. [Online learning resources](#) designed for independent study
2. Selected [open access readings and video resources](#).