

<p>Applying Knowledge and Understanding: apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange</p> <p>(Example of learning outcome structure: Action Verb + Object + Context <i>Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.</i>)</p>	<p>d) Identify the brand's positioning in the corporate strategy, and focus on the specific promotions implemented to strengthen the brand.</p>
	<p>Skills:</p>
	<p>At the end of the module the learner will have acquired the following skills:</p> <p>a) Demonstrate the importance of a brand and how to introduce and strengthen the brand;</p> <p>b) Plan different advertising initiatives that may be taken to help the organisation achieve its' marketing objectives;</p> <p>c) Prepare the various activities undertaken with regards to developing, designing and creating a brand;</p> <p>d) Implement the principles of advertising within a specific organisation.</p>
	<p>Module-Specific Learner Skills <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to</p> <p>a) Demonstrate the unique contribution provided by brands to an organisation;</p> <p>b) Adapt creative ideas to meet an organisation's business needs of developing competitive advantage through its' own advertising activities;</p> <p>c) Develop the basis for a strong competitive brand.</p>
	<p>Module-Specific Digital Skills and Competences <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit, the learner will be able to</p> <p>a) Carry out social media activities geared towards improving the strength of an organisation's brand;</p> <p>b) Promote an organisation's brand through digital marketing activities;</p> <p>c) Coordinate an advertising campaign using digital tools.</p> <p>etc.</p>