

PASSION FRUIT PRODUCT MARKETING

ISCED UNIT CODE:0811 251 04A

TVETCDACC UNIT CODE:AG/CU/PF/CR/04/3/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: Market passion fruit products and services.

Duration of Unit: 40 hours

Unit Description

This unit specifies the competencies required to market passion fruit products and services. It involves selecting passion fruit products and services to market, selecting marketing options, selling the products, keeping marketing records and applying communication skills.

Summary of Learning Outcomes

SNO	Learning Outcome	Duration (hours)
1.	Select passion fruit products and services	10
2.	Select marketing options	10
3.	Sell passion fruit products and services	10
4.	Keep marketing records	10

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Select passion fruit products and services	1.1 Definitions of terms: 1.1.1 Market 1.1.2 Demand 1.1.3 Supply 1.1.4 Market equilibrium 1.1.5 Market scan 1.2 Market scanning	<ul style="list-style-type: none">• Observation• Portfolio of evidence• Oral questioning• Written tests

Learning Outcome	Content	Suggested Assessment Methods
	1.2.1 Tools <ul style="list-style-type: none"> ▪ Questionnaire ▪ Interviews ▪ Observation checklist 1.2.2 Market gap identification	
2. Select marketing options	2.1 Business registration and legal requirements / licenses 2.2 Product and service promotion techniques <ul style="list-style-type: none"> 2.2.1 Types of markets 2.2.2 Methods of advertisement 2.2.3 Promotion techniques 2.3 Business plan development <ul style="list-style-type: none"> 2.3.1 Objective formulation 2.3.2 Business activities and budgets 	<ul style="list-style-type: none"> • Observation • Practical test • Portfolio of evidence • Oral questioning • Written tests
3. Sell passion fruit products and services	3.1 Marketing channels 3.2 Means of transport for distribution 3.3 Distribution channels 3.4 Modes of payments 3.5 Sale agreements	<ul style="list-style-type: none"> • Practical test • Oral questioning • Written tests
4. Keep marketing records	4.1 Types of records <ul style="list-style-type: none"> 4.1.1 Production / operational 4.1.2 Financial 4.2 Methods of record storage <ul style="list-style-type: none"> 4.2.1 Physical 4.2.2 Digital 4.3 Data analysis <ul style="list-style-type: none"> 4.3.1 Measures of central tendency 4.3.2 Percentages and proportions 	<ul style="list-style-type: none"> • Observation • Practical test • Oral questioning • Written tests

Learning Outcome	Content	Suggested Assessment Methods
	4.4Report writing	

Suggested Methods of Instruction

- Demonstration
- Direct instruction
- Practical
- Role play
- Simulation
- Field trips / site visits
- Group discussions
- Computer aided learning
- Viewing relevant videos
- Guest speakers

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Recommended Resources for 25 Trainees

- 10 Calculators
- 5 Computers
- Sample Financial document templates
- LCD projector
- 25 mobile Phone
- 1 Printer
- Sample Record keeping tools
- Assorted Stationery
- Sample Business plan templates