

<b>Unit Title</b>	<b>Preparation for Employment in the Creative and Cultural Industries</b>
<b>Ofqual unit reference number (code)</b>	<b>D/505/5770</b>
<b>Organisation Reference</b>	<b>PECCI3</b>
<b>Unit Level</b>	<b>Three</b>
<b>Unit Sub Level</b>	<b>None</b>
<b>Unit Credit Value</b>	<b>3</b>
<b>GLH</b>	<b>21</b>
<b>Sector Subject Areas</b>	<b>9.2 Crafts, Creative Arts and Design</b>
<b>Unit Grading Structure</b>	<b>Pass</b>
<b>Availability</b>	<b>Shared</b>
<b>Restricted Organisations</b>	<b>N/A</b>
<b>Assessment Guidance</b>	<b>N/A</b>

<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT CRITERIA</b>
<b>The learner will:</b>	<b>The learner can:</b>
1. Be able to recognise commercial and professional opportunities.	1.1. Explain commercial and professional opportunities. 1.2. Summarise potential employment and self-employment opportunities in the creative and cultural industries that are: a) Local b) National c) International. 1.3. Evaluate support mechanisms in relation to careers and enterprise within the creative and cultural industries.
2. Be able to produce a business plan for a creative enterprise.	2.1. Summarise milestones to support own continuing personal and professional progression. 2.2. Evaluate the commercial potential of own work in relation to wider professional practice. 2.3. Produce a business plan for a creative enterprise.
3. Be able to produce a marketing plan for a creative enterprise.	3.1. Analyse potential marketing opportunities. 3.2. Produce a marketing plan. 3.3. Develop appropriate marketing materials. 3.4. Evaluate own marketing plan for a creative enterprise.

<b>Equivalences</b>	<b>N/A</b>
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