

April 2014 Examination – 945 Marketing insurance products and services

Question	Syllabus learning outcome(s) being examined
1	1 - Understand the role and operation of marketing in the insurance industry 2 - Understand marketing theory and concepts and their application to the insurance industry 3 - Analyse relevant information to develop a marketing strategy for insurance products and services 4 - Implement and deliver a marketing strategy
2	1 - Understand the role and operation of marketing in the insurance industry 2 - Understand marketing theory and concepts and their application to the insurance industry 4 - Implement and deliver a marketing strategy
3	2 - Understand marketing theory and concepts and their application to the insurance industry 3 - Analyse relevant information to develop a marketing strategy for insurance products and services
4	2 - Understand marketing theory and concepts and their application to the insurance industry 3 - Analyse relevant information to develop a marketing strategy for insurance products and services 4 - Implement and deliver a marketing strategy

This list is not exhaustive; marks will be awarded for relevant information and other learning outcomes.