

## Edexcel BTEC Level 3 90 Credit Diploma in Business

### Unit 3 – Introduction to marketing

Assessor's feedback				
Learning Outcome	Assessment Criteria (Pass)	Feedback	Evidenced	Achieved
1 Know the role of marketing in organisations	P1- Describe how marketing techniques are used to market products in two organisations			Yes/No
	P2 - Describe the limitations and constraints of marketing			Yes/No
2 Be able to use marketing research and marketing planning	P3- Describe how a selected organisation uses marketing research to contribute to the development of its marketing plans			Yes/No
	P4 - Use marketing research for marketing planning			Yes/No
3 Understand how and why customer groups are targeted	P5- Explain how and why groups of customers are targeted for selected products			Yes/No

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4 Be able to develop a coherent marketing mix.	P6- Develop a coherent marketing mix for a new product or service.			Yes/No
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MIRACLE SKILLS

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<b>Grading</b>	<b>Assessment Criteria (Merit and Distinction)</b>	<b>Feedback</b>	<b>Evidenced</b>	<b>Achieved</b>
<b>Merit</b>	<b>M1</b> - Compare marketing techniques used in marketing products in two organisations.			Yes/No
	<b>M2</b> - Explain the limitations of marketing research used to contribute to the development of a selected organisation’s marketing plans			Yes/No
	<b>M3</b> - Develop a coherent marketing mix that is targeted at a defined group of potential customers.			
<b>Distinction</b>	<b>D1</b> - Evaluate the effectiveness of the use of techniques in marketing products in one organisation			Yes/No
	<b>D2</b> - Make justified recommendations for improving the validity of the marketing research used to contribute to the development of a selected organisation’s marketing plans.			Yes/No

**Learner’s Comments:**

**Assessors General Comments:**

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**Unit 3 – Introduction to Marketing**

**Aim of the unit:**

The aim and purpose of this unit is to give learners an understanding of how marketing, research and planning and the marketing mix are used by all organisations.

**Assignment-1: Marketing activities, research and planning in organisations**

**Scenario :**

You have been appointed as a junior marketing consultant for a professional organisation for marketers. As part of initial training within the probation period, you have been given a number of tasks to evaluate the marketing activities of different companies and produce a report on at least two business organisations, preferably from two different business sectors such as profit and not-for-profit; public and private sectors.

**Task-1 (P1, P2, M1, D1)**

For this task, select two different business organisations from two different sectors as mentioned above and include the following in your report:

P1. Describe how marketing techniques such as growth strategies (Ansoff's Matrix); survival strategies; branding and relationship marketing are used to market products in the two selected organisations **(P1)**

P2. Describe with suitable examples the limitations and constraints of marketing with reference to legal requirements (Sale of

Goods Act 1979, The Consumer Protection from Unfair Trading Regulations 2008, Consumer Credit Acts 1974 and 2006, Consumer Protection (Distance Selling) Regulations, Data Protection Act 1998); use of voluntary codes, e.g. Code of Advertising Practice and Advertising Standards Authority; pressure groups and consumerism; and acceptable language **(P2)**

**To achieve M1:** You must compare or find the similarities and differences between the uses of the marketing techniques in marketing products or services in the two selected organisations.

**To achieve D1:** You must evaluate the effectiveness of the use of techniques in marketing products in one of the two organisations. *\*(Evidence such as researching and interpreting data and using logical judgements about the validity and reliability of the data used to evaluate the effectiveness of the marketing techniques must be clear.)*

**Task -2 (P3, P4, M2, D2 )**

You have now been given a second task which involves investigating and reporting on how the two selected business organisations use market research data to develop their marketing plans. Your report should include the following:

P3. Describe how one of the selected organisations uses marketing research such as qualitative; quantitative; primary internal/external research; and secondary internal/ external research to contribute to the development of its marketing plans **(P3)**

P4. Describe how the same organisation mentioned above, utilises data and information collected through marketing research for marketing planning. **(P4)**

**To achieve M2:** You must explain the limitations of marketing research methods used to contribute to the development of the selected organisation's marketing plans.

**To achieve D2:** You must make justified recommendations for improving the validity of the marketing research used to contribute to the development of a selected organisation's marketing plans.

### **Assignment-2 Segmentation and Targeting**

#### **Task - 3 (P5)**

In recognition of your marketing knowledge and practicality, the senior consultant has now assigned you to produce an information sheet which involves examples of segmentation and targeting of about six different products. You may continue with the two previously selected business organisations and for each organisation, select at least three products. Then explain how and why each organisation segment and target potential groups of customers for their products.

P5. Explain how and why groups of customers are targeted for selected products. **(P5)**

Your information sheet should include products for both consumer and business to business markets and different methods of segmenting the market (e.g. geographic, demographic, psychographic, lifestyle, size, region, value, public/private/voluntary sector, product, industry) for different products.

### **Assignment-3 Marketing Mix**

**Task – 4 (P6, M3)**

Based on your experience, you have developed a great desire to set up your own business and have hence been advised to develop a proposal for a coherent marketing mix for a product or service targeted to a defined group of potential customers. Your fourth task is about developing a marketing mix based on at least the 4 P's (product; price; place; promotion) for a new market.

**NOTE:** You may still continue with one of the previously selected business organisations and select one of their products for this task.

P6. Develop a coherent marketing mix for a new product or service. (P6)

**To achieve M3:** You must develop a coherent marketing mix for this product that is targeted at a defined group of potential customers.

**Assessment and grading criteria**

To achieve a pass grade the evidence must show that the learner is able to:	To achieve a merit grade the evidence must show that, in addition to the pass criteria, the learner is able to:	To achieve a distinction grade the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
<b>P1</b> describe how marketing techniques are used to market products in two organisations	<b>M1</b> compare marketing techniques used in marketing products in two organisations	<b>D1</b> evaluate the effectiveness of the use of techniques in marketing products in one organisation
<b>P2</b> describe the limitations and constraints of marketing		
<b>P3</b> describe how a selected organisation uses marketing research to contribute to the development of its marketing plans	<b>M2</b> explain the limitations of marketing research used to contribute to the development of a selected organisation's marketing plans	<b>D2</b> make justified recommendations for improving the validity of the marketing research used to contribute to the development of a selected organisation's marketing plans.
<b>P4</b> use marketing research for marketing planning		
<b>P5</b> explain how and why groups of customers are targeted for selected products		

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<b>P6</b> develop a coherent marketing mix for a new product or service	<b>M3</b> develop a coherent marketing mix that is targeted at a defined group of potential customers	
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### Textbooks

Cave S – *Consumer Behaviour in a Week* (Hodder Arnold, 2002)

Dibb S, Simkin L, Pride W M and Farrell O C – *Marketing Concepts and Strategies* (Houghton Mifflin (Academic), (2005)

Hall D, Jones R and Raffo C – *Business Studies, 3rd Edition* (Causeway Press Ltd, 2004)

Proctor T – *Essentials of Marketing Research* (FT Prentice Hall, 2005)

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