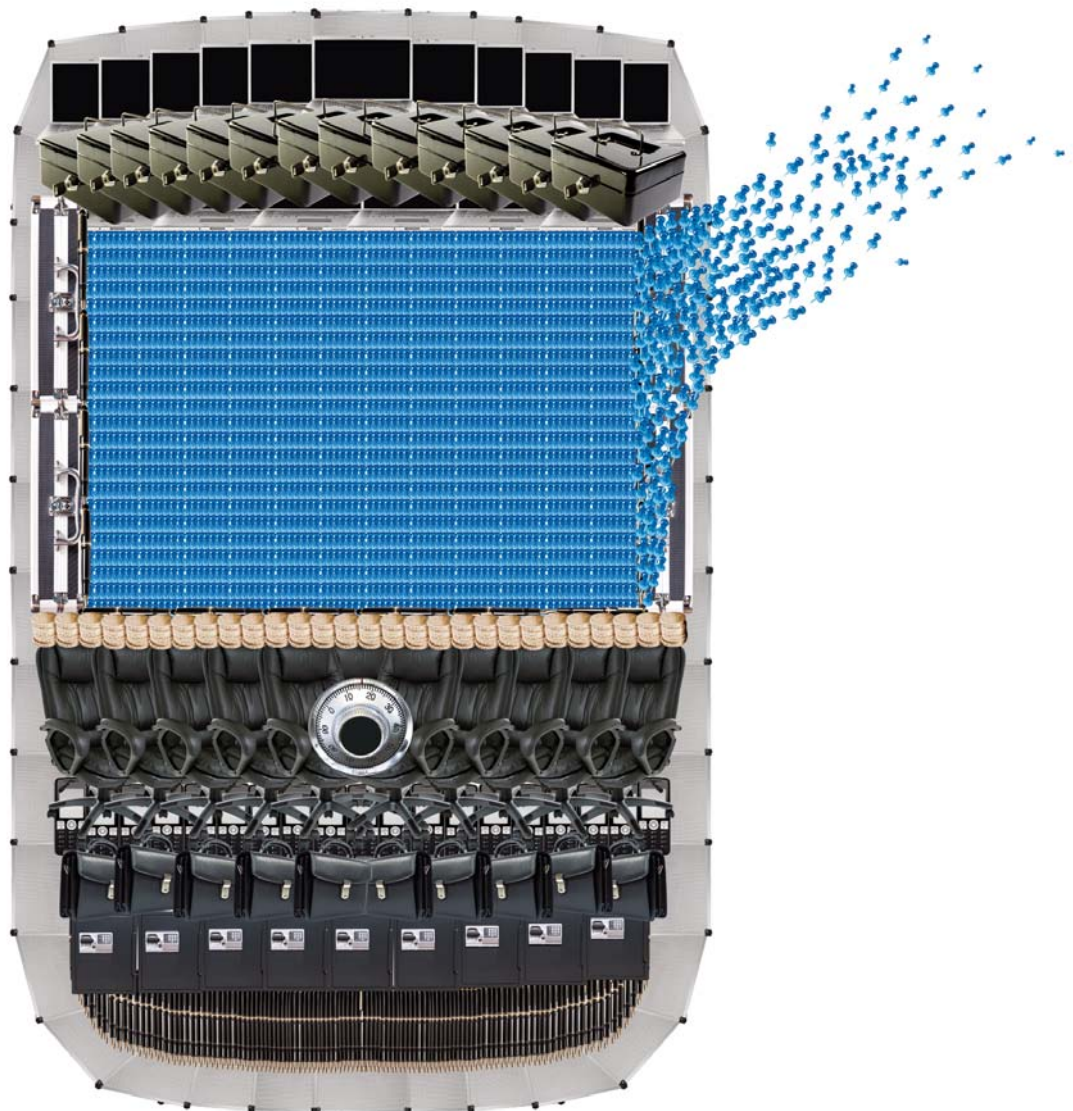


## INFORMATION FOR TEACHERS

## UNIT 4 - EFFECTIVE MARKETING AND SALES FOR BUSINESS



## Unit 4 Level 3 Effective Marketing and Sales for Business

### Sample assessment material - information for teachers

This assignment is provided as an example only. Consortia should produce their own assessments in line with the assessment section of the unit, based on their local delivery circumstances.

#### Overview

The unit develops learners' understanding of the key roles played by the marketing and sales functions in ensuring business success. This sample assessment material links the majority of its activities to those outlined in the Unit 1 sample assessment material i.e. it is focussed on the enterprise activities carried out by learners.

#### Task setting (limited control)

The required tasks or activities are shown below and relate to the learning outcomes and assessment criteria of the specification.

This assignment requires learners to complete the following tasks:

- Task 1: research the market
- Task 2: prepare a marketing plan
- Task 3: implement and review a marketing plan.

#### Task taking (limited control)

Further information is given below

#### Time

This unit has 60 GLH assigned, of which 5 hours will be needed for completing the assessment write-up. The opportunity to use activities and evidence from Unit 1 means that learners should not need to spend significantly more than 5 hours on the additional activities required by Unit 4. It is anticipated that the delivery of this unit will run concurrently with Unit 1. Work on this unit is likely to span the planning, implementation and review stages of Unit 1.

#### Resources

Please refer to the Unit 1 sample assessment material for resources specifically required by learners when building assessment evidence for Unit 4. You are also advised to refer to the list of resources in the specification and in the the scheme of work (on the AQA/City & Guilds website: <http://www.diplomainfo.org.uk/BAF-Teaching-Resource-Zone.asp>). This list is not exhaustive but includes a number of useful websites so learners need to have access to the internet to access this information.

Unit 4 requires learners to use a broad "tool kit" of marketing and sales techniques. Learners should be provided with sufficient time to develop an understanding of these techniques **prior** to using them in the context of their enterprise activities.

#### Supervision

Teacher guidance will play a vital role in learners successfully completing this unit. The choice of the linked enterprise activity needs to be considered against the learning outcomes of this unit. Teachers should ensure, as much as possible, that the idea for the linked enterprise activity is practical, and provides sufficient opportunities for learners to demonstrate their understanding of the marketing and sales techniques covered by Unit 4.

Learners do not need to be under the direct supervision of teaching staff at all times. It is, however, expected that the work submitted for assessment, will be produced or carried out when teaching

staff are present. In this way, consortia can be confident that the work submitted is the learner's own and has not been plagiarised in any way.

**Collaboration (limited to medium control)**

Learners will be working as a team, based on their enterprise activity, but all reflection and write ups must be produced by the individual learner. It is this evidence that will be used by assessors when making assessment decisions. Questioning can be used in order to clarify the validity, authenticity and sufficiency of evidence and, under these circumstances, the teacher/assessor may wish to include a dated witness statement detailing this evidence. It is expected that the use of such statements will be kept to a minimum so that they constitute a minor part of the submitted evidence.

**Roles**

The teacher will play the role of an observer during the demonstration of personal selling.

## Task Marking (medium control)

Teachers are required to use the following assessment grid to mark the tasks. Please note that the descriptions in this assessment grid relate to the top of each band. Further guidance on using assessment grids is available in the assessment section of the specification.

Learning outcomes	Band 1	Band 2	Band 3
	The learner has:		
	0 to 4 marks	5 to 8 marks	9 to 12 marks
1 Understand the role of marketing in a business	Offered a basic explanation of some key marketing concepts and principles, and their business application.	Offered a detailed explanation of the key marketing concepts and principles, and their business application, using some relevant examples.	Offered an in-depth explanation of the key marketing concepts and principles, and their business application, using consistently relevant examples.
	Described in outline the role of advertising and the media in stimulating the demand for goods and services.	Described with some detail the role of advertising and the media in stimulating the demand for goods and services.	Described fully the role of advertising and the media in effective stimulation of the demand for goods and services.
	Offered a basic explanation of how marketing techniques are used to increase the demand for goods and services.	Offered a detailed explanation of how marketing techniques are used to increase the demand for goods and services, using some relevant examples..	Offered an in-depth explanation of how marketing techniques are used to increase the demand for goods and services, using consistently relevant examples.
	0 to 2 marks	3 to 4 marks	5 to 6 marks
2 Know how different markets operate	Described in basic terms some similarities and differences in the operation of local, national and international markets.	Described the similarities and differences in the operation of local, national and international markets.	Described in detail the similarities and differences in the operation of local, national and international markets.
	Explained basic maintenance factors and security considerations of online/e-marketing.	Explained a range of maintenance factors and security considerations of online/e-marketing, using some relevant examples.	Explained in detail a range of maintenance factors and security considerations of online/e-marketing, using consistently relevant examples.
	0 to 4 marks	5 to 8 marks	9 to 12 marks
3 Understand selling techniques	Explained, in basic terms, preparation for sales, showing limited recognition of its importance.	Explained in detail the importance of preparing for a sale, using some relevant examples.	Offered an in-depth explanation of the importance of preparing for a sale, using consistently relevant examples.
	Given a limited explanation of the sales sequence.	Given a standard explanation of the sales sequence	Given an in-depth explanation of the sales sequence giving examples.
	Given a limited explanation of the communication strategies, techniques and skills that underpin effective personal selling.	Given a standard explanation of the communication strategies, techniques and skills that underpin effective personal selling. Examples given were standard.	Given an in-depth explanation of the communication strategies techniques and skills that underpin personal selling given examples that exemplify this.

	0 to 2 marks	3 to 4 marks	5 to 6 marks
4 Know the principles of competition analysis	Described, with limited clarity and accuracy, the purpose of competition analysis.	Described, with some clarity and accuracy, the purpose of competition analysis.	Described, with consistent clarity and accuracy, the purpose of competition analysis.
	Given a limited description of how competition analysis is carried out.	Given a description of how to carry out competition analysis that showed adequate knowledge of the process.	Given a detailed description of how competition analysis is carried out and given examples to exemplify this
	0 to 9 marks	10 to 18 marks	19 to 27 marks
5 Be able to carry out marketing analysis of a new company	Collated and stated in simple terms the significance of some marketing information from primary and secondary sources.	Collated and interpreted routine and complex marketing information from primary and secondary sources.	Collated systematically and interpreted in detail routine and complex marketing information from primary and secondary sources, fully indicating its significance.
	Carried out basic competition analysis and evaluated some of the existing competition.	Carried out competition analysis and evaluated most existing competition.	Carried out competition analysis, fully evaluating the existing competition.
	Offered a basic justification of a way of fighting the competition.	Offered a sound justification of effective ways of fighting the competition.	Convincingly justified the most effective ways of fighting the competition, giving examples.
	0 to 9 marks	10 to 18 marks	19 to 27 marks
6 Be able to carry out marketing and selling	Undertaken basic online marketing, making some provision for maintenance or security.	Undertaken online marketing, making some provision for maintenance and security.	Undertaken online marketing, showing some development and making provision for appropriate maintenance and effective security.
	Demonstrated some basic personal selling techniques from preparation to close, using basic communication skills	Demonstrated selling from preparation to close, using communication skills and personal selling techniques.	Demonstrated effective selling from preparation to close, using developed communication skills and a range of personal selling techniques.
	Evaluated the effectiveness of sales, showing limited self-awareness and identifying improvements for future progress, some of which are relevant..	Evaluated the effectiveness of sales, showing self-awareness and identifying generally relevant improvements for future progress.	Evaluated the effectiveness of sales, showing a high level of self-awareness and identifying consistently relevant improvements for future progress

## Sample assessment material – information for learners

### Assignment overview

In this assignment you will research, prepare and implement a marketing plan for the enterprise activity identified by your team in Unit 1. You will contribute to your enterprise's marketing and sales activities, keeping a record of these, and reflect on the effectiveness of your contributions.

### Time

You will have 5 hours to write up this assignment. You will complete three tasks and should spend approximately the same time on writing up each task.

### Assignment brief/tasks

This assignment requires you to carry out marketing and sales activities for your enterprise activity, having carried out research and planning.

You will:

- **Research the market** (Task 1). As a member of your enterprise team, you will help to identify and collect relevant primary and secondary data on the market(s) within which your business will operate. You will individually analyse the collected data and present your findings to your team
- **Prepare a marketing plan** (Task 2). Each team member will prepare a marketing plan using the findings presented by team members in Task 1. You will present this marketing plan to your team
- **Implement and review a marketing plan** (Task 3). As a team you will agree on the final marketing plan, implement this and review it. You will take part in your enterprise's marketing and sales activities and review the effectiveness of your contributions.

### Task 1

#### Researching the market (LO 4 and LO 5)

Your team is required to carry out research into the market in which your business will operate. This task will help you to do this and focuses on identifying and understanding the behaviour of your business's:

#### 1.1 Target market(s)

Your team should collect primary and secondary data about your target market(s). You should carry out an **individual** analysis of this data by producing relevant tables, charts and graphs. You should use this analysis to **individually** present a single A4 page document that summarises:

- the characteristics of your target market(s) and
- identifies the key factors affecting the customer satisfaction of the target market(s).

#### 1.2 Competitor analysis

Your team should collect primary and secondary data about your business's competitor(s). You should **individually** prepare a report, of no more than 3 A4 pages, that explains the purpose of competition analysis and how this analysis is carried out. The report should:

- communicate the results of your own competition analysis, using the data collected by your team, and
- recommend the most effective way your business could deal with its competitor(s), taking into account your target market(s).

## Task 2

### Prepare a marketing plan (LO 1, LO 2 and LO 3)

Having reviewed the research and analysis carried out by yourself and your team members; you should **individually** prepare a marketing plan for your business. This plan should be no more than 6 A4 pages, and be based on the results from Task 1 and contain the following sections:

- **An introduction** which explains the purpose and importance of marketing that also considers how different markets operate. (This should be no more than 2 A4 pages)
- **The marketing mix:** based on the results from Task 1, you should write a proposed marketing mix capable of meeting the needs of your target market(s) and which deals with your competitor(s). (This should be no more than 2 A4 pages)
- **Preparing for sales:** based on the results from Task 1 and your marketing mix, you should explain how your business might achieve sales through personal selling that takes into account the sales sequence and the importance of effective communication (This should be no more than 2 A4 pages)

## Task 3

### Implement and review a marketing plan (LO 6)

#### 3.1 Implementation

As a team you will decide on the best marketing mix and personal selling techniques by reviewing the marketing plans prepared by each team member. When running your business, you will take part in your business's marketing and sales activities. You should collect evidence illustrating your contributions and your teacher(s) will also complete witness statements to validate this evidence.

#### 3.2 Review

After you have closed your business, you should carry out a written review of your **individual** contributions to marketing and sales activities. This review should be based on the evidence collected in Task 3.1. It is vital that you support any judgements with documentary evidence of your contributions.

Your written review should be no longer than 3 A4 pages and should consider:

- your contributions to the business's marketing, including any on-line marketing activities
- the extent to which your contributions to sales:
  - were successful
  - demonstrated effective communication
  - showed continued development of your personal selling skills.