

SAMPLE ASSESSMENT MATERIAL

UNIT 7 - MARKETING AND PUBLIC RELATIONS IN PUBLIC SERVICES



Diploma in Public Services

Level 3 Unit 7: Marketing and public relations in public services

Sample assessment material – information for teachers

This assessment is provided as an example. Consortia may use this example and adapt it to meet local requirements or produce their own assessments. In all cases, teachers must refer to the assessment section in the specification for this unit. The assessment guidance section in the specification also provides examples of different contexts and scenarios for the assessment that Consortia may wish to consider.

Overview

The purpose of this assessment is for learners to contribute to the development of a marketing campaign to maintain or improve public relations in public services.

Using knowledge gained throughout the teaching of this unit, learners will undertake market research to assist the manager of the local leisure centre to understand how the centre and its services are portrayed in the media and perceived by existing and future customers, and to assess the effectiveness of previous marketing campaigns. Following completion of the research, the learners will suggest to the leisure centre manager ways in which to widen future marketing campaigns to different audiences.

Time

The assessment will take approximately 10 of the 60 guided learning hours available for this unit. This includes the time needed for conducting the research, analysing the results and preparing the information for a presentation. This is allocated approximately as follows:

Task 1 – 2 hours

Task 2 – 3 hours

Task 3 – 5 hours

Resources

Sufficient resource material for the assessment, such as leisure centre marketing materials and information demonstrating the public's perception of the leisure centre and its marketing campaigns (eg newspaper clippings, customer satisfaction surveys, etc), should be provided by the leisure centre manager to enable learners to analyse public perceptions and identify current marketing strategies. This material can be supplemented by guided internet research.

Teachers need to provide a suitable atmosphere for the presentations to take place, including any equipment needed for visual or electronic displays.

Suggested equipment:

- presentation equipment, including laptop or computer, data projector and relevant ICT software, eg PowerPoint, must be provided when preparing and delivering presentations
- access to classroom notes.

Supervision

In all case, some direct supervision is necessary to ensure that the work submitted can be authenticated as the learner's own.

Learners must be supervised when selecting market research. Teachers must ensure that the market research includes customer perception of public service delivery and media representation of public service for the learner to be able to meet the assessment criteria.

Learners must also be supervised when analysing market research, when performing their presentation, and when writing up their suggestions on ways to extend campaigns to different audiences. Any additional research other than that required for the assessment may be unsupervised.

Collaboration

Learners may work as part of a team to present a marketing strategy to promote the use of a public service, although they can also work individually. If learners work in a team, their work must be assessed individually. A record of their contribution and a witness testimony must be provided as evidence.

Roles

For the purpose of this assessment, the following roles will be undertaken:

Teacher	Marketing manager who co-ordinates the research undertaken by the research assistant on behalf of the leisure centre
Learner	Research assistant who undertakes market research on behalf of the leisure centre to enable the centre to achieve its aim of extending its marketing activities to different and wider audiences than currently reached
Leisure centre manager	Presents the brief and provides feedback to the marketing manager on the presentation at Task 3.

Feedback

Whilst feedback may be provided to learners, teachers must ensure that the work submitted for final assessment is the learner's own work. The nature of any guidance and the details of any feedback must be clearly recorded. The final work submitted must be solely that of the learner.

Marking

Please note that the descriptions in this marking grid relate to the top of each band. Further guidance on using marking grids is available in the assessment section of the specification.

Learning outcome	Band 1	Band 2	Band 3
	The learner has:		
	0 to 6 marks	7 to 12 marks	13 to 18 marks
1. Know the importance of public relations in providing public services	Identified how customers perceive the delivery of public services covering only some aspects with limited accuracy or relevance.	Identified how customers perceive the delivery of public services covering a range of aspects with some accuracy and relevance.	Identified how customers perceive the delivery of public services covering a wide range of relevant aspects with accuracy.
	Described in basic terms the importance of public information campaigns for raising public service awareness covering only some aspects with limited accuracy or relevance.	Described the importance of public information campaigns for raising public service awareness covering a range of aspects with some accuracy and relevance.	Described clearly how public services are represented in the media covering a wide range of relevant aspects with accuracy.
	Described in basic terms how public services are represented in the media covering only some aspects with limited accuracy or relevance.	Described how public services are represented in the media covering a range of aspects with some accuracy and relevance.	Described clearly the importance of public information campaigns for raising public service awareness covering a wide range of relevant aspects with accuracy.
	0 to 9 marks	10 to 18 marks	19 to 27 marks
2. Understand the techniques used to promote public services	Explained briefly and in basic terms how market research is used to determine campaign strategies covering only some aspects with limited accuracy or relevance.	Explained how market research is used to determine campaign strategies covering a range of aspects with some accuracy and relevance.	Explained clearly and in detail how market research is used to determine campaign strategies covering a wide range of relevant aspects with accuracy.
	Given a basic assessment of the use of marketing strategies in the promotion of public services covering some aspects with limited accuracy or relevance.	Assessed the use of marketing strategies in the promotion of public services covering a range of aspects with some accuracy and relevance.	Assessed in detail the use of marketing strategies in the promotion of public services covering a wide range of relevant aspects with accuracy.
	Explained briefly and in basic terms the methods used for assessing the effectiveness of information campaigns covering only some aspects with limited accuracy or relevance.	Explained the methods used for assessing the effectiveness of information campaigns covering a range of aspects with some accuracy and relevance.	Explained clearly and in detail the methods used for assessing the effectiveness of information campaigns covering a wide range of relevant aspects with accuracy.

Learning outcome	Band 1	Band 2	Band 3
	The learner has:		
	0 to 15 marks	16 to 30 marks	31 to 45 marks
3. Be able to develop public service marketing campaigns for different audiences	Given a basic analysis of the market research information on public services, judging relevance covering only some aspects with limited accuracy or relevance.	Analysed the market research information, judging relevance on public services, covering a range of aspects with some accuracy and relevance.	Analysed in detail the market research information, judging relevance on public services, covering a wide range of relevant aspects with accuracy.
	Presented information with limited appropriateness or clarity.	Presented information with reasonable appropriateness and clarity.	Presented information with appropriateness, clarity and confidence.
	Suggested a limited range of ways to extend campaigns to different audiences with limited relevance or suitability.	Suggested a range of ways to extend campaigns to different audiences with reasonable relevance and suitability.	Suggested a wide range of ways to extend campaigns to different audiences with relevance and suitability.

Sample assessment material – information for learners

Assignment overview

In this assessment, you will contribute to the development of a marketing campaign to maintain or improve public relations in public services.

Using knowledge gained throughout the teaching of this unit, you will undertake market research to assist the manager of the local leisure centre to understand how the centre and its services are portrayed in the media and perceived by existing and future customers, and the effectiveness of previous marketing campaigns. Following the research, you will suggest to the leisure centre manager ways for widening future marketing campaigns to different audiences.

Time

You have 10 hours to complete the assessment. This is allocated approximately as follows:

Task 1 – 2 hours

Task 2 – 3 hours

Task 3 – 5 hours

Roles

For the purpose of this assessment, the following roles will be undertaken:

Teacher	Marketing manager who co-ordinates the research undertaken by the research assistant on behalf of the leisure centre
Learner	Research assistant who undertakes market research on behalf of the leisure centre to enable the centre to achieve its aim of extending its marketing activities to different and wider audiences than currently reached
Leisure centre manager	Presents the brief and provides feedback to the marketing manager on the presentation at Task 3

Assignment brief to be given by the leisure centre manager

The leisure centre needs to run a marketing campaign to encourage more of the public to visit and use our facilities. We have a number of ideas to be included in the campaign, including:

- increased use of specialised classes, for example water aerobics and aqua running
- introduction of dance classes eg salsa, latin, ballet
- initiating sports leagues and competitions for, eg, football and basketball
- reducing our fees.

However, the effectiveness of our previous marketing campaigns has been mixed – often not reaching our target audience or successfully communicating our aimed for image of the centre.

The mixed success of our campaigns is causing the centre management a great deal of anxiety. Time and money is now being wasted in considering our future marketing strategy but without identifying a clear way forward. Relationships within the centre are becoming strained and this is adversely affecting our relationship with the public and their perception of our services.

Improving the effectiveness of our marketing campaigns should help to improve our public image and the public's awareness of, and interest in, our services. We believe this will help us to succeed in promoting our new ideas positively and will result in increased use of our services (and hence increased revenue).

Before we launch our marketing campaign, we need understand:

- how our centre and the services we provide are perceived by the general public
- the effectiveness of our previous marketing campaigns
- how we can extend our campaigns to a wider audience.

I have asked your teacher, as our marketing manager, to guide you in undertaking market research to reveal this information.

Task 1 (2 hours)

In order that the leisure centre management can gain an understanding of the importance of public relations in providing public services, the marketing manager asks you to undertake market research into how the leisure centre is represented in the media and how the public perceive its services. Using the information provided to you by the marketing manager, and supplementing this with additional internet research as required, write a report that covers the following:

- A Open your report by providing a description of how the leisure centre has been represented in the media **(LO1b)**.
- B Then identify how customers perceive the delivery of existing leisure centre services **(LO1a)**.
- C Conclude your report by describing how important public information campaigns are for raising awareness of the leisure centre's existing and proposed new services **(LO1c)**.

Task 2 (3 hours)

The marketing manager has requested that you design a 'marketing booklet' that will help the leisure centre manager understand how market research can assist the centre in developing, using and assessing marketing strategies. Your booklet must contain the following:

- A Start your booklet by giving an explanation of how market research can be used to determine future marketing strategies for the centre **(LO2a)**.
- B Then, explain the methods that can be used for assessing the effectiveness of information campaigns **(LO2c)**.
- C Using the information provided by the marketing manager, assess the marketing strategies used to date by the leisure centre to promote its services **(LO2b)**.

Task 3 (5 hours)

The marketing manager has requested that you prepare a presentation to give to the leisure centre management on future marketing campaigns for the leisure centre. Your presentation must be in two parts and contain the following:

- A Open your presentation by analysing the market research information you were provided with for the leisure centre, giving judgements about its relevance **(LO3a, IE4)**. Your presentation should be impartial and consider the diverse views of the leisure centre users (current and potential users) **(LO3b, EP6)**.
- B Conclude your presentation by suggesting to the leisure centre management ways that they could extend future campaigns to appeal to different audiences **(LO3c, RL6)**.