

Unit 3 Guidance: Assessment Evidence

The Banner Headline

There is no requirement for the evidence to be presented in a report format. However the evidence needs to be coherent and capable of accurately communicating the marketing strategy. Holistically the evidence presented **must** cover the bullet points in the banner headline and the requirement for an oral presentation.

In essence the student is required to produce a marketing strategy (i.e. a marketing mix), based on a consideration of:

1. The chosen target market and its consumer needs
2. Relevant primary data e.g. Surveys, Questionnaires, Interviews
3. Relevant secondary data e.g. Mintel reports, Internet sites
4. Appropriate marketing concepts, theories and models e.g. pricing theories, product portfolio models
5. The external environment, focussing on how this shaped the nature of the chosen marketing mix e.g. PEST factors

In terms of **steps** that the student will take to complete the strategy, he/she will need to:

1. Identify a product or service;
2. Think carefully about the target market;
3. Carry out relevant research;
4. Use marketing theories and an analysis of the external environment to decide on the best marketing mix and
5. Review the choice of mix.

The Evidence Grid

The following grids are translations of the assessment criteria into “student” language, hence the use of the first person. In this unit it probably **isn’t** a good idea to encourage a student to tackle the E criteria first and then move onto the Cs and As. The E criteria show what the student has to do, whilst the C and A criteria are more to do with the **quality** of what the student produces. If the student completes the five steps listed above, then they will probably (we hope!) pass. Whether they gain a D, B, C or A grade will then depend on how thoroughly and thoughtfully they completed the steps. The C and A criteria define what we mean by thoroughly and thoughtfully!

E Criteria

E	Grid Descriptor	Guidance
1	appropriately identify, collect and use primary and secondary data relevant to the marketing strategy	Carry out relevant primary and secondary research i.e. don't collect data that's of no use to you! Also, you must use both primary and secondary sources.
2	judge a marketing strategy for a product or service with a clear understanding of the principles of marketing	Your work as a whole: produce a marketing mix strategy that is based on the principles of marketing (see WYNTL)
3	clearly analyse the external influences affecting the development of the marketing strategy	Use the PEST factors to help you choose your marketing mix. You should describe the features of the external environment that are important to your product or service.
4	create a realistic rationale for the development of a coherent marketing mix for the product or service	Demonstrate that the elements of the marketing mix support each other and don't conflict e.g. a high quality product sold at a very low price would be a conflicting mix!
5	use presentation skills effectively in explaining one aspect of your marketing strategy to an informed audience	Obvious, but evidence of the presentation needs to be included e.g. slides/notes and a assessor statement verifying the effectiveness of your presentation

C Criteria

C	Grid Descriptor	Guidance
1	Explain how your understanding of marketing and market research affects your choice of marketing strategy	In choosing your marketing mix strategy, clearly explain how this strategy is based on marketing concepts and your research data – linked to C4. Marketing concepts are simply things like pricing strategies, product life cycle and so on.
2	independently identify, collect and use information relevant to the marketing strategy	In carrying out your primary and secondary research, show that you have carefully planned your research e.g. by including a thorough research methodology.
3	identify and explain the links between your analysis of external influences and the development of your marketing strategy	This is more than describing the PEST factors: you need to explain how these factors have determined your marketing mix e.g. how have the Social factors you identified helped you to choose your price?
4	make well-reasoned proposals for your marketing mix, clearly linking your proposals to information generated by your analysis	In putting together your marketing mix strategy, demonstrate that you've taken into account all of your findings, including your PEST analysis – linked to C1

A Criteria

A	Grid Descriptor	Guidance
1	independently identify and collect a range of information relevant to the marketing strategy and apply appropriate methods for checking its validity	<i>Similar to C2, but you also need to show that you have checked how reliable your findings are. One way of doing this is to collect additional sources of data to support your findings e.g. secondary sources (Intel reports) to confirm your primary research</i>
2	use appropriate marketing models and tools to evaluate the likely success of the marketing strategy	<i>Linked to C1 and C4. Here you need to review your marketing mix strategy i.e. what are the chances of your strategy working. To do this you need to consider the advantages and disadvantages of your strategy – you need to evaluate your marketing mix.</i>
3	evaluate the reliability of the different marketing models used	<i>In putting together your marketing mix strategy you will be using marketing concepts and models (see C1). You should discuss how useful these concepts were to you when you chose your marketing mix.</i>
4	develop a coherent and well balanced marketing strategy that reflects appropriate use of marketing models and tools	<i>The end product! Taking all of your work as a whole was it clear that you thought carefully about your choice of marketing mix and did this choice grow logically out of all of your findings and discussions?</i>