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## Exemplar Materials

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### 1 INTRODUCTION

The following materials have been produced to exemplify possible approaches to the marking of the GCE in Applied Business Advanced Subsidiary Specification Unit 1: *Creating a marketing proposal*. These materials not only include the evidence that has been produced by candidates but also a series of assessor and moderator comments down the side of the candidate's work, pointing out strengths and weaknesses in the evidence that has been produced. At the end of each assessment objective there has been an attempt to place the evidence within a certain Mark Band as well as deciding on the final mark that would be awarded. This decision in each case is supported by a moderator rationale for the Band and mark given.

These materials should be read in conjunction with the Assessment Evidence Grid in the unit specification, which sets out the evidence required and the details of each of the Mark Bands.

What follows are snapshots of two candidates' work – assessment objective one covered by Ben and assessment objectives two, three and four covered by Jane.

#### Task 1 Model Answer

Ben's work	Assessor Comments
<p>In order to grow and maintain competitive edge all businesses must set themselves aims and objectives.</p> <p>Aims outline what the business intends to achieve over a set period of time, often a year. Company objectives identify priorities for the organisation. They take account of external climate and the state of the business. A businesses marketing strategy should contribute to the achievement of these objectives.</p> <p>Objectives state how the business is going to achieve its aims. A business will set itself general aims and objectives. For example to increase profit by 4% over the next twelve months. In order to achieve this general aim it will have to be broken down into objectives. The objectives will clearly outline how the business will set about increasing profit by 4%. An objective could be develop a marketing campaign for the months of April-June in order to stimulate an increase in demand throughout the summer months.</p>	<p>Ben has produced a general and concise introduction to aims and objectives as an introduction to the assessment objective.</p> <p><b>Assessor's tip:</b> Concise evidence is required. Encourage candidates to save time and effort and focus on the assessment requirements. Irrelevant and superfluous material will not increase their marks.</p>

## Marketing Objectives

A business will draw up a long term strategic plan. This will contain all its aims and objectives for the future. Each individual department will then be responsible for helping achieve the wider objectives of the business.

Therefore Marketing objectives are the objectives that have been allocated to the marketing department in order to achieve the general aims of the business.

## Henry Windsor College

Is a successful sixth form college based in the East of England. It has an excellent examination record and recently gained Beacon Status. Within its catchment area they are in competition with six other colleges. This means that it cannot afford to sit back on its laurels.

It is the job of the marketing department to ensure that the college recruits the allocated number of students each year. To achieve this it is responsible for ensuring that the marketing literature produced is suitable for audience and that it distributed to the correct people.

The marketing department's aims and objectives are outlined below:

- **To increase enrolment numbers form Bury Lane School by 5% for September 2006**
- **To increase enrolment High Brown Technology College by 3% for September 2006**

In order to achieve these two aims the marketing department has allocated a member of staff to directly liaise with each school.

Students have also been invited to spend a special day within the college during June in order to become more familiar with the surroundings.

A member of staff from the marketing department has also been into the two schools supporting their own careers staff and offering advice to the students.

- **To maintain current enrolment numbers from other partner schools**

The marketing department liaise with the individual

Ben has provided a basic introduction to marketing aims and objectives.

Ben has provided an introduction to the selected business and has established a vocational context.

### Assessor's tip:

Concise and to the point again. The complete history of a business is not required. Candidates should focus instead on context setting.

Ben has made a basic identification of the aims and objectives of his selected business (see emboldened text).

### Mark Band 1

Ben has started to explain the aims and objectives of his selected business. The evidence demonstrates a sound understanding of how aims and objectives link to the work the marketing department is required to undertake.

Evidence at times does not demonstrate a clear and comprehensive understanding of marketing objectives in order to achieve Mark Band 3 as it could have been enhanced and further developed.

### Mark Bank 2

schools and become involved in their careers events

- **To increase the number of people who attend the October, November open evenings by 8%.**

The marketing department is responsible for creating high profile open evenings in October, November and March. These give the opportunity for all potential students to come and visit the college. These open evening will help convert interested students into enrolled students.

- **To further develop public relations in order to increase press coverage through local papers**

The marketing department is currently working with the local press to ensure that all achievements in the college receive adequate press coverage.

### **Departments working together**

Organisations are broken down into different departments to help them run smoothly. It also enables jobs to be undertaken by specialist people. No one department can run in isolation each is dependent upon the other.

The Marketing department is no exception. In order to illustrate this interlinkage I am going to discuss how the marketing department would organise a major open evening and the other departments they would need to liaise with in order to achieve their aim of 'running a high profile, well attended, and informative open evening'.

Stage One – When?

The **marketing department** would meet with the senior management team of the college to decide the date of this meeting. **Human resources** would also be consulted to check that sufficient personnel would be available to work on the chosen night – this would include caretakers, administrative staff, security guards.

Stage Two – Finance

**Human Resources** will be required to consult members of staff who are not normally contracted to work evenings. They may need extra payment. This will have to be cleared with the **finance department**.

The **finance department** will allocate the **marketing**

#### **Assessor's tip:**

In order to achieve **Mark Band 3** you will need an excellent vocational link with an appropriate business and its marketing department.

Ben has provided a basic introduction into the topic area. Again concise and to the point.

Ben has provided a basic identification of how functional areas support the marketing function.  
**Mark Band 1**

**department** the budget available for the press releases, brochures to be printed etc.

Stage Three – Production of Materials for the Evening  
The **marketing department** will have to liaise with **reprographics** to sort out the dates by which materials need to be received in order to advertise the event and also to have materials ready on the day.

Stage Four – Preparation for the evening  
The **marketing department** will have to liaise with all staff involved in the event. This will involve letting them know what they are expected to do, how many people are expected to attend and where everybody is located within the building.

Stage Five Evaluation  
The **marketing department** will have prepared a questionnaire that will be handed out to people who attend the event. The questionnaire will be handed out by members of the **administration department** who meet and greet potential new students and their parents at the entrances to the college. This will give them information concerning the success of the event. The questionnaire will identify how, and where the respondent heard about the evening and also what they thought of the evening.  
The **marketing department** will then turn this into statistical data which will be shared with the senior management team in order to inform decisions in the future.  
This information will also help the **marketing department** measure their success and see if they met one of their aims and objectives which was to increase the number of people who attend open evenings by 8%

From the above example you can see that if all the departments did not pull together the marketing department would find it very difficult to organise a success open evening.

### **What if Scenarios**

If the finance department failed to give marketing sufficient funds to advertise the event effectively the consequences would be that fewer people would be aware of the event and therefore this could convert to less students enrolling in the future.

If reprographics failed to produce the promotional materials

Ben has used numerous examples to explain the linkage between the departments. This level of coverage would be considered to be a sound understanding of the topic area. Organisation of material is sound which clearly helps the cohesion and flow of material.

**Mark Band 2**

**Assessor's tip:**  
In order to evidence this easily, encourage candidates to take a task that the marketing department might undertake and consider all the departments they might work with in order to complete the designated task.

What if scenarios have allowed Ben to look at both sides of the issue resulting in evidence that could be considered to display both breadth and depth. Ben has clearly

on time people might not know the event is taking place. If the information brochures were not available in college on the night prospective students might not get sufficient information to make informed choices about the courses they want to do in the future.

When a business sells products rather than a service the inter-relationship between marketing and other functional areas might be slightly different. For example if we take Tescos the support might be as follows

**Finance Department**

Allocates Marketing Department a budget

**Marketing Department**

Undertakes market research to establish demand  
Advertises and promotes products

**Sales Department**

Notified of the products that customers are demanding – established through market research  
Informed of products about to be promoted – increase demand expected

**Production and Distribution Department**

Informed of the products that are about to be promoted so that supplies can be guaranteed.  
Informed of products that are felt to be most popular

The Marketing departments main aim is to establish customer trends and then promote the products that are most likely to make a profit. The department requires sufficient money from finance in order to do this. Having established customer trends and potential demand this information is then passed on to the sales department. If they fail to respond to this information then the work of the marketing has been wasted. However, if they follow this through by ordering the correct items customers needs will be met and therefore profit levels maintained. If production and distribution fail to produce the goods at the required time sales opportunities will be lost.

**The Marketing Mix**

The marketing mix consists of the four Ps

- Product

shown the ability to understand the interaction between a number of different concepts and ideas. This has moved the level of attainment into Mark Band 3 as Ben has developed a clear and comprehensive understanding of the role functional areas can play in supporting marketing activity.

**Mark Band 3**

This flow diagram is a basic identification of the role functional areas can play in supporting marketing activity. In isolation this flow diagram would achieve **Mark Bank 1**

**Assessor's tip:**

Sometimes a flow diagram is a good way to start evidence. Remember, however, it will need development to move it into the higher mark bands.

A concise conclusion.

Identification of the marketing mix by Ben.  
**Mark Band 1**

- Price
- Place
- Promotion

Each part of the marketing mix has to be correct in order for a product or service to sell successfully. Each part of the mix needs to work with each other. A brilliant new product priced at too high a price will not sell. A successful mix will produce customer satisfaction.

In most cases each part of the mix is not equal. The most important ingredient is the product.

### **Product**

The product is something that is offered to the market. A product could be:

- a good – eg mobile telephone
- a service – a dentist
- a place – tourist destination
- a person – a famous person – eg David Beckham

Businesses will need a different marketing strategy to sell a mobile phone than a holiday to Crete for two weeks. For the mobile phone design and performance are more likely to be important to the customer.

Good marketing means developing products that ‘fit’ the market. They need to be designed correctly and developed to keep pace with the ever changing market place. In today’s competitive market place businesses are very customer driven. This means that they undertake research in order to develop products that the customer wants.

### **Price**

Price plays a major part in the marketing mix. Incorrect pricing could have the following effects:

- loose customers – if the price is not ‘right’ customers could buy rival products or services
- loose revenue – if the price is too low the businesses may not make sufficient profit to survive.

The price that is charged for a product will depend on the pricing strategy adopted.

Pricing strategies for a new product could include the following.

Ben has dealt with each part of the marketing mix in theory. His evidence is comprehensive and demonstrates a thorough understanding of the topic. Ben’s evidence displays both breadth and depth and is clearly focused with minimal superfluous material. Ben will be able to apply this theory to his own marketing mix. Ben has demonstrated a clear and comprehensive understanding of the marketing mix.

### **Mark Band 3**

#### **Assessor’s tip:**

Do not just think of this as a theoretical and abstract exercise. You will use this information to create your own marketing mix for your chosen product or service.

Skimming involves setting a very high price when the product is new in the market. A good example of this is DVD players. The price is lowered gradually and therefore increasing the number of potential customers.

Penetration pricing involves introducing the product at a low price to beat the competition and guarantee entry into the market,

Pricing strategies for an existing product could include the following

Price leader – the business will set the market price and competitors will follow.

Price taker – the business will match the market price

Predator – the business will undercut the market.

Once a strategy has been established a business can then use various tactics. These could include

Loss leaders – certain products are sold at a loss which encourages buyers into a store where they will buy other products that will make a profit.

Psychological pricing – prices are set at £1.99 rather than £2 as people think it is cheaper.

Special offers – Buy one get one free (BOGOF). This is very a common tactic and was used extensively by Boots through the Christmas period.

## **Promotion**

This is about communication. It involves informing potential customers about the product or service being offered. The aim is persuade people to buy the product or service. The level of promotion used will depend on a number of factors:

- Competitiveness. If the product/service is in a very competitive market potential consumers will need reminding of its existence.
- Availability – if the product is in short supply there is little need to promote it as the business will already be able to sell all that it can produce.
- How easily the product can be differentiated in the market – if the differences are obvious to the customer there may be less need for promotion
- The stage of the product life cycle. A new product will need a lot of promotional support where as a well established product may need less promotion.

The aim of promotion is to be

- informative
- persuasive
- reassuring

Promotion can take many varied formats. The most obvious one is television, radio and in magazines and newspapers. However it can also include direct selling and direct marketing to customers. This is where potential customers are directly approached and can include telephone calls and mailshots. Point of sale material is very common especially in supermarkets which can include free samples and money off coupons. Incentives include club cards and other loyalty schemes – Tesco club card, air miles. Public relations includes sponsorship so that the business promotes a good image which could encourage potential customers to purchase their products.

## **Place**

This is about availability. It includes the physical place, availability and timing. The key questions facing firms are:

- What are the best outlets for reaching potential customers?
- How can I convince those outlets to stock my products?
- What is the most effective way to get my products to those outlets?

Persuading a retail outlet to stock your product can be quite a challenge. The store has to take the risk that it might not sell and is therefore taking up shelf space that could be put to better use.

In our modern society products are more commonly being sold over the internet and this has expanded the market place for many businesses.

When a business has decided where it is going to sell its product it then has to decide how it is going to get it there. There are three main channels of distribution.

- (1) Traditional – stock was sold to a wholesaler who then sold it on to the retailer. This method of distribution is becoming less common due to superstores and hypermarkets
- (2) Modern – where superstores and large organisations buy straight from the manufacturer. These large

<p>businesses then organise their own distribution to retail outlets.</p> <p>(3) Direct – sold direct to your own door. This type of distribution has seen a huge increase due to access to the internet.</p>	
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### Moderator comment

It is clear that the evidence provided by Ben has been carefully thought out and in the main displays both breath and depth. Due to the conciseness of the evidence there is minimal superfluous material. Accurate and appropriate business terminology has been used throughout and a vocational flavour is very much a feature of Ben's work.

Ben's coverage of functional areas and the marketing mix are fully developed and demonstrate a comprehensive understanding. The weakness in this piece of work was the coverage of marketing objectives where there is room for further improvement – i.e. there could have been more depth to Ben's explanations. As a result Ben would be awarded **Mark Band 3 – 12** marks for assessment objective one.

#### **AO1 Mark Band 3** (from the Assessment Evidence Grid):

You demonstrate a clear and comprehensive understanding of marketing objectives, the role functional areas can play in supporting marketing activity and the different parts of the marketing mix; your evidence displays both breadth and depth.

**[11 12 13 14 15]**

The remainder of the exemplar work will focus on the development of a new chocolate bar for Cadbury's.