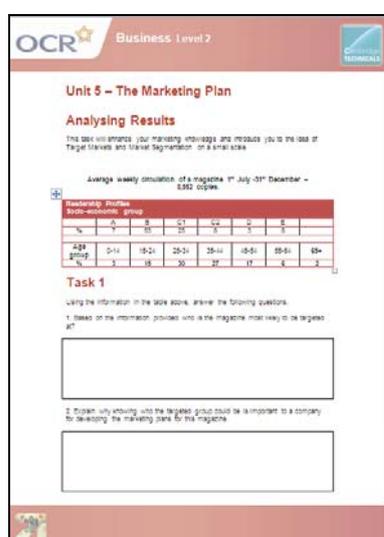


Unit 5 – The Marketing Plan

Analysing Results

Instructions and answers for Teachers

These instructions should accompany the OCR resource 'Analysing Results' which supports the OCR Level 2 Cambridge Technicals in Business Unit 5 – The Marketing Plan.



Unit 5 – The Marketing Plan

Analysing Results

This task will enhance your marketing knowledge and introduce you to the idea of Target Markets and Market Segmentation on a small scale.

Average weekly circulation of a magazine 1st July -31st December – 2012 (2011)

Readership profiles (socio-economic group)	2012						2011							
	1	2	3	4	5	6	1	2	3	4	5	6		
Age group	0-14	15-24	25-34	35-44	45-54	55-64	65+	0-14	15-24	25-34	35-44	45-54	55-64	65+
%	3	18	30	27	17	6	3	18	30	27	17	6	3	3

Task 1

Using the information in the table above, answer the following questions.

1. Based on the information provided, who is the magazine most likely to be targeted at?

2. Explain why choosing into the targeted group could be important to a company for selecting the marketing plan for the magazine.

Associated Files:
Analysing Results

Expected Duration:
Task – approx. 30 minutes

This task will enhance learners' marketing knowledge and introduce them to the idea of Target Markets and Market Segmentation on a small scale.



This activity offers an opportunity for English skills development.

LESSON Elements

The building blocks you need to construct informative and engaging lessons

To give us feedback on, or ideas about, the OCR resources you have used email resourcesfeedback@ocr.org.uk

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Average weekly circulation of a magazine 1st July -31st December –
8,552 copies.

Readership Profiles							
Socio-economic group							
	A	B	C1	C2	D	E	
%	7	53	25	6	3	6	
Age group							
	0-14	15-24	25-34	35-44	45-54	55-64	65+
%	3	15	30	27	17	6	2

Task 1

Using the information in the table above, answer the following questions.

1. Based on the information provided who is the magazine most likely to be targeted at?

Socio Economic Group B and C1
Age Group 25-34 and 35-44

2. Explain why knowing who the targeted group could be is important to a company for developing the marketing plans for this magazine.

The company can use this information to help them write relevant articles for the particular age group, have age appropriate or relevant adverts/special offers etc and they can price the magazine to the Socio Economic Group knowing the lifestyle and salaries that the readers could have.

3. Identify ONE major weakness in the reliability of the data and state why this could cause problems if it is used incorrectly.

If the information collected is not reliable then the marketing/articles targeted towards these readers may not be appropriate. If that is the case then the readership could fall and the amount of money spent on advertising would be wasted.

