

<b>Unit Title</b>	<b>1 Creating a marketing proposal</b>			<b>Unit Code</b>	<b>F240</b>	<b>Session</b>		<b>Year</b>	
<b>Centre Name</b>							<b>Centre Number</b>		
<b>Candidate Name</b>							<b>Candidate Number</b>		
<b>Evidence:</b> You investigate a medium- to large-sized business and produce a marketing proposal to launch a new product or service of your choice within the context of your chosen business.									
<b>Criteria</b>						<b>Teacher Comment</b>			<b>Page No.</b>
<p><b>AO1.1:</b> You identify marketing objectives, the role functional areas can play in supporting marketing activity and the different parts of the marketing mix; much of your evidence requires further clarification and elaboration;</p>		<p><b>AO1.2:</b> you demonstrate a sound understanding of marketing objectives, the role functional areas can play in supporting marketing activity and the different parts of the marketing mix; however, your evidence, at times, does not demonstrate sufficient depth;</p>		<p><b>AO1.3:</b> 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.</p>					
[0 1 2 3 4 5]		[6 7 8 9 10]		[11 12 13 14 15]					
<p><b>AO2.1:</b> Your marketing proposal is over-theoretical with only a basic attempt to apply it to the needs of the customer within the chosen business context; your presentation skills are limited and visual aids and/or other techniques, used to engage your audience, show a limited fitness for purpose; you demonstrate limited clarity and coherence with only basic use of business terminology – errors of grammar, punctuation and spelling may be noticeable and intrusive;</p>		<p><b>AO2.2:</b> you apply your marketing proposal to the needs of the customer within the chosen business context; your presentation skills are sound and the majority of visual aids and other techniques, used to engage your audience, show a fitness for purpose; you demonstrate clarity and coherence, with appropriate use of business terminology – there may be occasional errors of grammar, punctuation and spelling but these are not intrusive;</p>		<p><b>AO2.3:</b> you target your marketing proposal to the specific needs of the customer within the chosen business context; your presentation skills are highly effective and the visual aids and other techniques, used to engage and inform your audience, show a clear fitness for purpose; you demonstrate clarity, coherence and fluency with effective and confident use of appropriate business terminology – there are few, if any, errors of grammar, punctuation and spelling.</p>					
[0 1 2 3 4 5]		[6 7 8 9 10]		[11 12 13 14]					

