Unit 27: eMarketing

Candidate: **Assessor:**   **Date:**

AO	Pass	Merit	Distinction
AO1 Recognise how eMarketing can benefit businesses/ marketing	Candidates provide a **basic** explanation of how the 7Ps benefit businesses. The explanation will be supported by **few** examples and **limited** research will have been undertaken.	Candidates provide a **detailed** explanation based on **relevant** research of how the 7Ps benefit businesses. The explanation will be supported by a **range** of examples. Research sources will be provided.	Candidates provide a **comprehensive explanation** based on extensive research of how the 7Ps benefit businesses. The explanation will be supported by a **wide range** of examples. Research sources will be provided.
			P M D
AO2 Present clearly to a chosen audience, the advantages and disadvantages of specific tactical e-tools	The explanation of the advantages and disadvantages of tactical e-tools may be **superficial** reflecting **limited** research. The presentation is **basic** and may **lack clarity**.	The explanation of the advantages and disadvantages of tactical e-tools is **clear** and will be based on **sound** research. The presentation is delivered in a **competent** manner. The slides are **clear** and **well-structured**.	The explanation of the advantages and disadvantages of tactical e-tools is **coherent** and based on **extensive** research. The presentation is delivered in a **competent** and **confident** manner. The slides are **clear**, **well-structured** and **fit for purpose**.
			P M D
Assessment objectives 3 to 6 are based on a product or service provided by a business selected by the candidate.			
AO3 Identify the objectives of the selected business, based upon a detailed market analysis	Candidates identify at least **one** of the objectives of the selected business. Candidates conduct a **basic** market analysis using SWOT, PEST or marketing models.	Candidates identify **more than one** of the objectives of the selected business. Candidates conduct a **detailed** market analysis using SWOT, PEST and marketing models.	Candidates identify **most** of the objectives of the selected business. Candidates conduct a **comprehensive** market analysis using SWOT, PEST and marketing models.
			P M D

	Candidate:	**Assessor:**	**Date:**

AO	Pass	Merit	Distinction
AO4 Recommend an eMarketing strategy by which the objectives of the selected business can be met	The recommendation for an eMarketing strategy is **brief** and based on **limited** research. There is **limited** justification of how the strategy may meet the objectives.	The recommendation for an eMarketing strategy is **detailed** and based on research. There is **justification** of how the strategy may meet the objectives.	The recommendation for an eMarketing strategy is **comprehensive** and based on a **variety** of sources. There is **detailed** justification of how the strategy may meet the objectives.
			P M D
AO5 Make detailed proposals for the content of a website for the selected business	The website proposals are **largely** based on content and have **minimal** consideration for design and operational factors. Candidates produce **simple** page plans for the website	The website proposals **illustrate** content and **demonstrate** consideration for design and operational factors. Candidates produce **detailed** page plans as well as a storyboard.	The website proposals illustrate content and **demonstrate** both **consideration** and **in-depth understanding** of design and operational factors. Candidates produce **thorough** page plans as well as a **detailed** storyboard.
			P M D
AO6 Present a rationale for the proposed eMarketing strategy for the selected business	Candidates provide a **basic** rationale of their proposed eMarketing strategy. The rationale **may** link to the business and customer needs.	Candidates provide a **detailed** rationale of their proposed eMarketing strategy that includes **some** illustrative examples. The rationale makes **some** links to the business and customer needs.	Candidates provide a **detailed** rationale of their proposed eMarketing strategy that includes some **well explained** illustrative examples. The rationale **clearly** shows that the rationale **will** meet the needs of the customer and the needs of the business.
			P M D

AO1	AO2	AO3	AO4	AO5	AO6

Overall: