

Unit Title:	Contribute to marketing in active leisure
OCR unit number	23
Sector unit number	LM4 - 24
Level:	3
Credit value:	3
Guided learning hours:	15
Unit reference number:	F/503/0862

Unit purpose and aim

This unit assesses the competence required to develop and implement marketing plans in a sport and active leisure context.

Learning Outcomes	Assessment Criteria
<p>The Learner will:</p> <p>1 Be able to develop marketing plans for own area of responsibility</p>	<p>The Learner can:</p> <p>1.1 Identify and prioritise marketing objectives for own area of responsibility consistent with the organisation's overall business plan, culture, vision and values</p> <p>1.2 Ensure marketing plans integrate with activities in other areas of the organisation</p> <p>1.3 Obtain advice and support from marketing specialists and those providing marketing services, as necessary.</p> <p>1.4 Identify the target markets for products and services</p> <p>1.5 Develop strategies to achieve marketing objectives.</p> <p>1.6 Develop plans and budgets to achieve marketing strategies</p>
<p>2 Be able to implement marketing plans for own area of responsibility</p>	<p>2.1 Identify and access the resources and capabilities required for marketing plans.</p> <p>2.2 Ensure that those implementing the marketing plan understand their individual responsibilities and are committed to achieving its objectives.</p> <p>2.3 Exercise flexibility while implementing the marketing plan as agreed and within budget.</p> <p>2.4 Monitor and report on the implementation and performance of the plan against milestones and budgets.</p> <p>2.5 Take timely and appropriate action to address any significant variances in performance against the plan.</p>

Learning Outcomes	Assessment Criteria
	2.6 Evaluate the implementation of the marketing plan 2.7 Use the outcomes of evaluation to improve future marketing planning

Assessment

This qualification is internally assessed by centre staff and externally verified by OCR Assessors.

Candidates must provide all of the evidence identified below. All evidence must be produced independently.

Evidence requirements

For learning outcomes 1 – 2, the evidence must be gathered by the assessor observing the learner's performance in the workplace on more than one occasion. There should be sufficient observations to ensure that the learner has met all the requirements. There should be a combination of at least two of the following:

- observation (for example, of the learner monitoring marketing activities)
- testimony of others (for example, line manager)
- products of work (for example, market research, marketing plans, briefing notes to colleagues, evaluations of marketing activities and plans)
- reflective account.

Questioning or simulation may be used for the following assessment criteria: 1.3 and 2.5.

Guidance on assessment and evidence requirements

This section provides guidance for tutors on the types of assessment activities that can be used and evidence to be produced that will ensure coverage of the learning outcomes and related assessment criteria.

Evidence can be generated in a variety of ways – through completion of OCR-devised workbooks, through centre-devised assignments, projects or tasks or through naturally occurring work-based activities. Any centre-devised assignments, projects or tasks must be cross-referenced to the appropriate learning outcomes and assessment criteria to ensure that full coverage can be achieved.

Portfolios of evidence must be produced independently and centres must confirm to OCR that the evidence is the original work of the candidate. Recording documents are provided on the website for this purpose.

National Occupational Standards (NOS) mapping/signposting

NOS can viewed at www.ukstandards.co.uk.

Occupational standards	Unit number	Title
Leisure Management NOS 2010 (SkillsActive)	B232	Develop and implement marketing plans for own area of responsibility.

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		Mathematics		ICT	
Speaking and Listening		Representing		Use ICT systems	✓
Reading	✓	Analysing	✓	Find and select information	✓
Writing	✓	Interpreting	✓	Develop, present and communicate information	✓

Additional information

For further information regarding administration for this qualification, please refer to the OCR document 'Admin Guide: Vocational Qualifications' (A850) on the OCR website www.ocr.org.uk.