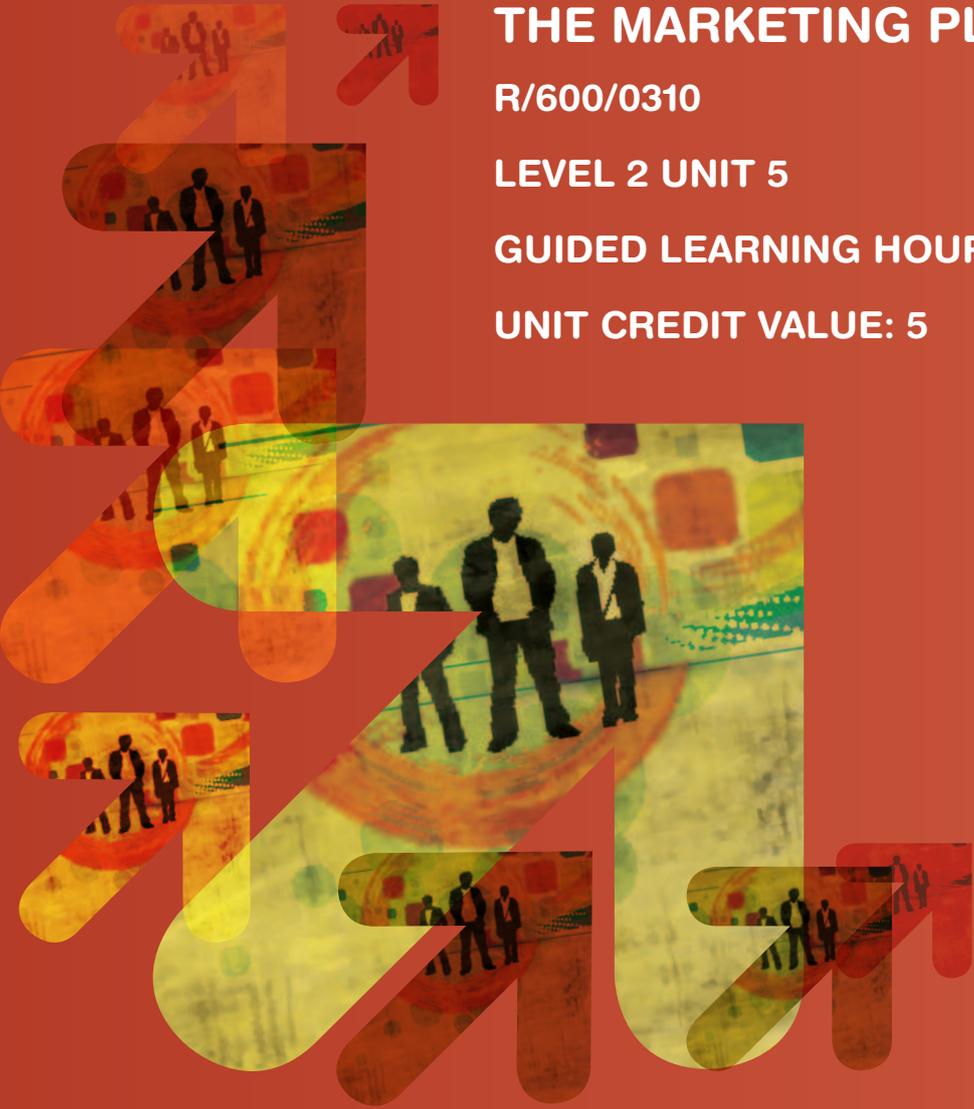




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OCR LEVEL 2 CAMBRIDGE TECHNICAL CERTIFICATE/DIPLOMA IN BUSINESS



THE MARKETING PLAN

R/600/0310

LEVEL 2 UNIT 5

GUIDED LEARNING HOURS: 30

UNIT CREDIT VALUE: 5



THE MARKETING PLAN

R/600/0310

LEVEL 2 UNIT 5

AIM OF THE UNIT

Marketing is a key business function covering a wide range of activities and employing many people. This unit focuses on developing the knowledge and skills necessary to begin to understand the role of marketing within an organisation. Most people who start to work in marketing will be involved in promotional activities; this unit focuses on promotional activities in order to help prepare the learner for the working environment.

Many young people entering the world of work will be employed by small organisations and some will start up their own small business venture. This unit focuses on applying basic marketing concepts to a micro-start up business in order to help learners understand some of the challenges that they could face in the future.

By the end of this unit learners will have developed an understanding of marketing concepts used by businesses and will be able to produce an outline marketing plan for an organisation based on the 4P's concept of marketing. The unit will also help learners to gain a basic understanding of a range of promotional activities and be able to plan simple costed promotional activity for a start-up business.

Marketing is about identifying customers and developing products and services which meet their needs and expectations and then communicating effectively with them. It relates to employment in both the public and private sector. This unit will help learners to understand the importance of marketing and links closely with other units including Personal Selling in Business and Customer Relations in Business.

ASSESSMENT AND GRADING CRITERIA

Learning Outcome (LO) The learner will:	Pass The assessment criteria are the pass requirements for this unit. The learner can:	Merit To achieve a merit the evidence must show that, in addition to the pass criteria, the learner is able to:	Distinction To achieve a distinction the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
1 Understand marketing concepts used by businesses	P1 assess own business proposition using marketing concepts		
	P2 justify types of promotion for a micro start-up business drawing on evidence of success or failure in the marketplace		
2 Be able to plan marketing and promotion	P3 plan marketing for a micro start-up business that is relevant to customer needs		
	P4 plan costed promotional activity for a micro start-up business that is appropriate for customer groups	M1 Explain how the promotional activity for the micro start-up business is relevant to the needs of the target customers	D1 Produce a marketing mix for the micro start-up business for a particular product or service relevant to the target customer group

TEACHING CONTENT

The unit content describes what has to be taught to ensure that learners are able to access the highest grade.

Anything which follows an i.e. details what must be taught as part of that area of content.

Anything which follows an e.g. is illustrative, it should be noted that where e.g. is used, learners must know and be able to apply relevant examples to their work though these do not need to be the same ones specified in the unit content.

Learning Outcome 1 Understand marketing concepts used by businesses

- definition of marketing
- types of customers (existing and potential)
- unique selling point (USP)
- market segmentation and targeting
- 4P's of marketing (product, price, place, promotion)
- components of promotional mix
- advertising (e.g. press, TV, radio, internet, trade directories, leaflet, poster, billboard, brochures)
- public relations (e.g. press releases, sponsorship, networking, donations, seminar and exhibition attendance)
- sales promotion (e.g. special offers, discounts; packaging)
- direct marketing (e.g. mailshots, personalised flyers; personal selling).

Learning Outcome 2 Be able to plan marketing and promotion

- customer needs
- marketing research – primary and secondary
- market opportunities
- segmentation and target market segment
- marketing mix
- product development including features and benefits
- pricing strategy
- distribution strategy.

promotional plan

- setting of promotional objectives
- deciding on message (AIDA; Awareness, Interest, Desire, Action)
- selecting target audience
- budget setting
- selecting promotional activities
- cost of activities
- impact of different activities on target audience.

DELIVERY GUIDANCE

Learning Outcome 1

Tutors should aim to introduce marketing concepts by encouraging learners to consider marketing within the context of small or start-up businesses or social enterprises. There will be a need for some theoretical input to introduce the concepts outlined in the Teaching Content and the use of guest speakers is encouraged where possible. Guest speakers could include industry specialists, as well as people who have set-up their own business venture. All business ventures need customers; the focus should be on how these customers can be identified and how a business communicates with them using basic marketing concepts. The use of case studies and DVDs could be used to promote group discussion. Once the marketing concepts have been introduced, learners should think about a business proposition of their own and apply these to their idea. Learners could work in groups and assess each other's ideas as well as their own.

More detail can be provided on promotional activities by using the concept of the promotional mix. This will provide learners with an overview of the wide range of promotion activities that can be used by organisations, from a micro start-up business to larger organisations, and possibly considering multinational corporations. Tutors could use case studies and DVDs that highlight both successful and unsuccessful promotional campaigns. Incorporating visits to local retailers in order to consider the use of promotions in store will enable learners to put this topic into context. Alternatively, learners could research specific organisations on the internet to find out which promotional activities they use.

Learning Outcome 2

Learners will be introduced to the concept of the marketing plan as a framework which can be used to structure the marketing activities of a business. Tutors should explain how the marketing plan should fit in with the overall business aims and objectives. Then focus on the importance of understanding customer needs which can be acquired through the application of market research. Using well known products and services such as mobile phones, sportswear, high street retailers and financial services, learners could investigate the different market segments and consider which segments businesses target and why. Case studies of micro start-up businesses could help learners develop some understanding of how different elements of the marketing plan link together.

Tutors should consolidate understanding of promotional activities, developed in learning outcome 1, and customer needs and target customer groups, developed in learning outcome 2, in order to introduce the concept of the promotional plan. Using case studies, DVD's or tutor led discussion learners could consider why promotional campaigns have taken place, and the message that the business was trying to convey. Tutors should also introduce the notion of costs, the impact of different promotional activities, and the number of existing and potentially new customers reached.

Using examples from micro enterprises to multinational corporations, tutors could encourage learners to consider which promotional activities are most likely to be used by different organisations and how these decisions can be justified.

GUIDANCE ON ASSESSMENT

P1

Scenario: You have decided that you would like to start your own business once you have completed your studies. In order to maximise your chances of success you need to make sure that your idea is realistic.

Task: Identify an idea for a new small business, and produce a presentation that explains your business idea and justifies why you think it will be successful. You should identify who you think your customers will be, and an outline of how your business will attract them.

Guidance: It is suggested that knowledge of the local area is used, given the scale of the business. The presentation could be used as a foundation for the following tasks, with additional sections being added for each assessment criteria.

P2

Scenario: Now that you believe that your idea is realistic, it is important that you think about how people will find out about your business.

Task: Add a new section to your presentation which identifies the methods of promotion that you could use to promote your business idea, and explain which ones you intend to use. You should use examples of good and bad promotional campaigns used by other businesses to reinforce your choice.

Guidance: A range of promotional activities should be provided. Examples from both large and small organisations could be used e.g. advertising, public relations, sales promotion, packaging, direct marketing and personal selling and there should be a mix of both successful and unsuccessful promotional campaigns.

P3

Scenario: Whilst you believe that you have a realistic business idea, you recognise that you will need to borrow from the bank if your idea is to become a reality. For that reason you need to gather some evidence to back up your ideas and convince the bank that your business is a credible proposition.

Task: Undertake suitable market research that will provide evidence as to who your customers will be, and what your customers will want from your business. Use this data to add a new section to your presentation that shows evidence about your target market and your proposed marketing mix.

Guidance: Market research could be carried out in groups, but the data collected should be analysed and used on an individual basis.

P4

Scenario: The bank will want to see evidence that you have an effective promotional plan, which has been budgeted for.

Task: You should add a final section to your presentation which outlines the promotional objectives you have set, the message that you intend to send, the budget you have set, and a breakdown of how and where the budget will be spent.

Guidance: The plan should identify the message to be communicated, (which could be related to one or more of the stages of the AIDA model), the target audience for the activities and approximate costs for the proposed activities and the total budget. The budget should be realistic for a micro start-up business venture and the promotional message and activities should be appropriate for the target audience.

M1

Within your presentation ensure that you explain how your promotional plan is suitable for the intended target customers

Guidance: This may involve an explanation as to why some promotional activities are best suited to larger organisations than a micro start-up.

D1

Include within your presentation an outline of your overall marketing mix, and explain how the promotional plan fits in with it.

Guidance: It is important that the promotional plan is one part of the marketing mix, and as such it must complement the other aspects of the marketing mix.



CONTACT US

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday.

We're always delighted to answer questions and give advice.

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