

Unit Title:	Principles of marketing and evaluation
OCR unit number:	72
Level:	3
Credit value:	7
Guided learning hours:	50
Unit reference number:	T/502/9935

Unit aim and purpose

This unit aims to develop knowledge and understanding of marketing and evaluation. Upon completion of this unit, learners will have developed their understanding of market segmentation and how to assess market opportunities. They will also understand the principles of marketing strategy development, and how to evaluate the effectiveness of a marketing strategy.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand the principles of market segmentation	The Learner can: 1.1 Explain the importance of defining market segments to the development and achievement of the marketing strategy 1.2 Explain the difference between market segments and customer classification 1.3 Explain how the characteristics, motivations and behaviours of potential target customers are identified 1.4 Explain how to cluster customers with similar characteristics 1.5 Describe how to confirm that proposed segments are real, distinctive, viable and their buying power measurable 1.6 Explain how to evaluate the profitability and stability of market segments 1.7 Describe how a range of products may appeal to different market segments 1.8 Explain the motivators and inhibitors that influence customer behaviour 1.9 Explain the use of Customer Relationship Management
2 Understand how to assess market opportunities for new products and/or services	2.1 Describe the economic and buyer behavioural factors to be taken into account when assessing new market opportunities 2.2 Describe the cultural factors that are likely to affect customers' perception of products and/or services and sales performance 2.3 Explain how to identify opportunities and threats in new markets and for new products in existing markets 2.4 Explain how competitor and potential competitor activity may affect projected sales performance 2.5 Explain the basis of recommendations to exploit new market opportunities
3 Understand the principles of marketing strategy development	3.1 Describe the topics to be addressed in a marketing strategy 3.2 Explain the use of market analyses to inform the development of a marketing strategy 3.3 Explain how to evaluate risks to the achievement of

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	<p>objectives</p> <p>3.4 Describe how to forecast sales by product and/or service</p> <p>3.5 Explain how to present a marketing strategy including aims, objectives, actions, accountabilities, resources, budgets and forecasts</p> <p>3.6 Explain the importance of engaging stakeholders in the development of a marketing strategy</p> <p>3.7 Explain the significance of customer loyalty to the achievement of marketing objectives and strategy</p> <p>3.8 Explain how to set performance indicators and evaluation arrangements that are capable of measuring returns on investment</p>
<p>4 Understand how to evaluate the effectiveness of a marketing strategy</p>	<p>4.1 Explain the importance of conducting the evaluation in accordance with the specification</p> <p>4.2 Describe the factors to be taken into account in the evaluation of the effectiveness of a marketing strategy</p> <p>4.3 Explain the strengths and weaknesses of different evaluation methods</p> <p>4.4 Describe how to identify trends and themes from evaluation data</p> <p>4.5 Explain how to ensure the reliability and validity of evaluation data</p> <p>4.6 Explain how to achieve an acceptable level of statistical confidence</p> <p>4.7 Explain how to address critical issues revealed by evaluation</p> <p>4.8 Explain the importance of justifying recommendations and conclusions with evidence</p> <p>4.9 Explain the use of impact analysis in the evaluation process</p> <p>4.10 Explain the importance of marketing to the achievement of business objectives and strategies</p> <p>4.11 Describe the links between corporate social responsibility and marketing strategies</p>

Assessment

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

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 .