

<b>Unit Title:</b>	Attracting customers through marketing
OCR unit number	1
Ofqual reference number	T/502/9966
Level:	3
Credit value:	4
Guided learning hours:	38

## Unit purpose and aim

The unit will support the development of skills needed to use marketing techniques to attract and retain customers in a competitive market to sustain a planned level of business activity within a business venture.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p><b>The Learner will:</b></p> <p>1 Understand how to carry out market research for businesses</p>	<p><b>The Learner can:</b></p> <p>1.1 Evaluate the types of market research available</p> <p>1.2 Explain how to carry out market research for a business idea</p> <p>1.3 Explain how market research is used</p>	<ul style="list-style-type: none"> <li>• Primary and secondary research.</li> <li>• The advantages and disadvantages of different research methods including: questionnaires; formal and informal interviews; consumer panels; focus groups and desk research.</li> <li>• Market research uses eg product development, delivery times, pricing</li> </ul>
<p>2 Be able to analyse businesses in relation to chosen markets</p>	<p>2.1 Analyse a business in relation to its chosen market</p>	<ul style="list-style-type: none"> <li>• SWOT analysis</li> <li>• PESTLE analysis</li> <li>• May include: market share; profitability; unique selling point (USP)</li> <li>• How a business fits in to its market.</li> </ul>

<p>3 Be able to produce marketing strategies</p>	<p>3.1 Explain the market pricing of a good/service</p> <p>3.2 State the objectives of a specific business</p> <p>3.3 Produce a marketing strategy for achieving a specific business's objectives</p>	<ul style="list-style-type: none"> <li>• May include cost plus; penetration; competition and skimming.</li> <li>• SMART business objectives</li> <li>• Objectives of businesses</li> <li>• Constraints that a business must consider when drawing up a strategy</li> <li>• Marketing strategy: may include eg target market, their needs, how you will attract customers</li> </ul>
<p>4 Be able to apply brand values to businesses</p>	<p>4.1 Identify brand values for a business</p> <p>4.2 Apply brand values to marketing materials for a specific start-up business venture</p>	<ul style="list-style-type: none"> <li>• Definition of branding</li> <li>• Brand characteristics</li> <li>• Brand values in practice</li> <li>• How you would use branding in your business.</li> </ul>
<p>5 Be able to produce marketing materials</p>	<p>5.1 Explain how promotional techniques will be used to attract and retain customers</p> <p>5.2 Design a logo for a specific start-up business venture</p> <p>5.3 Produce marketing literature for a specific start-up business venture</p> <p>5.4 Justify the approach taken to developing marketing material</p>	<ul style="list-style-type: none"> <li>• Ways of gaining new customers</li> <li>• Why it is important to retain existing customers and how this could be ensured.</li> <li>• Logo requirements ie should be simple, relevant, memorable, versatile and legal</li> <li>• What is meant by, and the importance of, trademark protection and copyright</li> <li>• Marketing literature should satisfy AIDA: attention; interest; desire; action</li> <li>• Why you have produced your marketing material</li> </ul>
<p>6 Be able to create marketing plans</p>	<p>6.1 Create a marketing plan for a specific start-up business venture, including a marketing budget</p>	<ul style="list-style-type: none"> <li>• SWOT analysis</li> <li>• PESTLE analysis</li> <li>• Marketing plan: should include reference to: objectives; costs; revenues, constraints, methods to be used, timescales, target market</li> <li>• Marketing Budgets including allocation to different activities</li> </ul>
<p>7 Know how to implement marketing plans</p>	<p>7.1 Describe how to implement a marketing plan</p>	<ul style="list-style-type: none"> <li>• Marketing plan: needs to be able to respond to changing circumstances</li> <li>• Order in which to implement your marketing plan</li> <li>• How the plan can be used to review and monitor progress.</li> </ul>

## Assessment

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This element is assessed by OCR set assignments that are centre assessed and externally moderated by OCR.

Candidates must be able to clearly identify and explain the principles and purposes of marketing in business. Candidates should complete all the tasks contained in the candidate information section of the assignments to demonstrate a clear understanding of these issues.

Candidates must complete the tasks for all assessment criteria contained within the unit.

## Evidence requirements

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In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Candidates must complete the templates provided or where indicated either produce continuous prose in line with the indicated word limit or use another appropriate format.

In Learning Outcome 4, candidates must show knowledge of at least 4 different brands and be able to show that they have used different approaches.

In Learning Outcome 5, the logo can be produced by hand or on a computer. An original version must be included in the evidence. There is no restraint, other than what is practical, on the type of marketing literature, but it must be in a form that can be viewed by the moderator.

In Learning Outcome 6, it is important that the plan has clearly used the evidence from the previous Learning Outcomes and that the budget available to implement it is appropriate for the business.

## Guidance on assessment and evidence requirements

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Assessment will take the form of an OCR template assignment, which allows the candidate to evidence each assessment criteria. For each assessment criteria, OCR will also supply templates to aid centres in confirming that all aspects of the assessment have been completed and that relevant evidence is available.

A breakdown of the expected actions is provided in the candidate section of the assignments. Tutors should ensure that the knowledge, understanding and skills section is sufficiently covered, according to the criteria provided.

All aspects of the task, as laid out in the candidate section, should be completed before the work is submitted to OCR for moderation. Witness Statement Forms have been provided where required. The tasks should be assessed in the centre before the candidate's portfolio is presented to the OCR-appointed examiner-moderator.

You should refer to the '*Admin Guide: Vocational Qualifications (A850)*' for *Notes on Preventing Computer-Assisted Malpractice*.

## National Occupational Standards (NOS) mapping/signposting

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at [www.ukstandards.co.uk](http://www.ukstandards.co.uk).

Occupational standards	Unit number	Title
<b>Most relevant</b>		
SFEDI	BD1	Check the likely success of a business idea
SFEDI	BD2	Define the product or service
SFEDI	WB2	Plan how to let your customers know about your products or services
SFEDI	WB3	Plan how you will sell your products or services
<b>Relevant</b>		
SFEDI	BD3	Plan where your business is going
SFEDI	BD4	Carry out a review of the business
SFEDI	BD6	Make changes to improve the business
SFEDI	BD7	Improve the quality of products and services
SFEDI	BL1	Decide on a business location
SFEDI	BL2	Choose a business premises
SFEDI	EE2	Win and keep customers
SFEDI	EE4	Find innovative ways to improve your business
SFEDI	EE5	Build relationships to build the business
SFEDI	LG2	Keep up to date with current legislation
SFEDI	WB1	Check what customers need from the business
SFEDI	WB4	Advertise your products or services
SFEDI	WB5	Sell your products or services
SFEDI	WB7	Sell your products or services on the Internet
SFEDI	WB10	Make presentations about your business
SFEDI	WB11	Decide how you will treat your customers
SFEDI	WB12	Deliver a good service to customers

## Functional skills signposting

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

Link to functional skills standards <http://www.gcda.gov.uk/15565.aspx>

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	✓

## Resources

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Candidates who wish to present their work electronically will require access to a computer with word processing software.

## Additional information

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In order for the candidate to achieve this unit the candidate must demonstrate an understanding of a new business's needs. The candidate will create elements of important information that can be added and developed into a business plan.

Further Notes for Tutors are available in the assignment booklet.

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](http://www.ocr.org.uk) .