

# Colbourne College

## BTEC L5 HND ASSIGNMENT BRIEF

Unit Number and Title	<b>Unit 2: Marketing Essentials</b>	
Student ID Number AND Name		
Academic Year	<b>2018</b>	
Unit Tutor		
Mode of Study		
Assignment Number & Title		
Issue Date		
Submission Date		
<b>TERM PAPER DECLARATION: STATEMENT OF ORIGINALITY AND AUTHENTICITY</b>		
<p>I confirm that the term paper I am submitting is an original and authentic piece of work written by myself that satisfies academic rules and regulations with respect to Plagiarism. I further confirm that I have fully referenced and acknowledged all material incorporated as secondary resources in accordance with the Harvard System. <i>Please note that Term paper will not be marked without the inclusion of this signed declaration by the student/s.</i></p>		
<b>STUDENT/S SIGNATURE</b>		<b>DATED</b>
<b>OFFICIAL USE BELOW: GRADE AND SUMMATIVE REMARKS</b>		
<b>Grade Assigned</b>		
Assessors' Name & Date	<b>MARKER</b>	<b>INTERNAL VERIFIER</b>
Assessor's Summative Feedback		
Assessors' Signature & Date	Marker's	Internal Verifiers's

# FORUM AND TERM PAPER ASSIGNMENTS

**Unit 2:** Marketing Essentials

**Unit code:** R/508/0486

**QCF level:** 5

**Credit value:** 15

## AIM

This unit is designed to introduce students to the principles of marketing, enabling them to develop a basic marketing plan and to employ elements of the marketing mix to achieve results. While they will learn the underpinning theories and frameworks, they will also be able to relate these to real-world examples, including products/services that they encounter in their own daily lives. Organisations such as Apple, Google, VISA, Burberry, Zara, Cadbury, Nestle, Unilever, Coca-Cola, Unicef, BP and small local businesses all have at least one thing in common: they all use marketing to influence us to engage with their products and/or services. Whether it is becoming a loyal customer buying a product and service or donating to a charity, organisations use a range of marketing techniques and tools to inform and influence us. The knowledge, understanding and skill sets that students will gain on successfully completing this unit will enhance their career opportunities; whether setting up their own business or being employed by an organisation.

## Learning Outcomes

By the end of this unit a student will be able to:

1. Explain the role of marketing and how it interrelates with other functional units of an organisation.
2. Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives.
3. Develop and evaluate a basic marketing plan.

# ASSIGNMENT INSTRUCTIONS AND RESOURCES

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## TERM PAPER REQUIREMENTS

The term-papers will require research and referencing of all the sources using Harvard Referencing Style. Carry out the given tasks using the library and internet sources. Information should be drawn from sources e.g. textbooks, eBooks, journal articles, companies' websites, newspapers and professional subject-specific articles and websites. You will review and select the appropriate contents and cite the sources in-text and in the list of references.

## ORGANISATION AND SUBMISSION

*The main sections of the research essay are:*

### Section One | Introduction

Introduce your theses statement and very briefly define the key terms in your assignment.

### Section Two | Research Findings

Provide a numbered list of the main sources that you are citing from with a brief argument from each that directly answer the task that you are undertaking. You will discuss these findings here but in paragraph 3 when you are presenting your argument. The minimum number of sources to be cited are stated in your assignment instructions - be sure to meet that requirement.

### Section Three | Discussion Of The Research Findings

Here you will carry out the command in the assignments. That is, use your research findings in paragraph two to now explain, discuss, analyze, compare etc. as the task states. Ensure you know what the command verb wants you to do before you begin writing up the research report. See the direct link to the definitions of the [Command Verbs](#) used in the assignments.

### Section Four | Conclusion

Your conclusion is a summary of the key points in your assignment, e.g. the presentation of the outcome or results.

## ORGANISATION OF THE TERM PAPER FOR SUBMITTING:

### Cover Page | [Access A Sample On iTutor](#)

Complete fully and use the Assignment Brief for the cover.

### Table of Content (TOC)

Your Table of Content shows all inclusions in your assignment report by titles and page numbers. Microsoft Word has templates that you can use to produce a neat TOC.

### Include The Score Sheets | [Access Score Sheets Foe Each Assignment On iTutor](#)

The score sheets are used to grade your assignment and provide you with the feedback. Print same and include for each assignment submitting.

### Include Reference Page In Assignments | [Reference Page Lists All Sources Cited In-text](#)

The Reference Page is a list of all sources that you cited in-text. Place the sources in-text in alphabetical order in the reference list. Use [citethisforme.com](#) to do your referencing. Remember to select Harvard Referencing before executing the tasks.

# LO1. ASSIGNMENT

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## **CASE STUDY**

*RYDE South Florida has hired your team as Marketing Consultants. Your job is to help the business to understand the principles of marketing, enabling it to develop a basic marketing plan and to employ elements of the marketing mix to achieve results for business success. The team will carry out research and meet to discuss the findings. You will organize the findings into cohesive bullet points to support a constructive and professional oral presentation to be delivered to the COO. Make your answers case specific. Use Microsoft Power Point as the medium.*

## **GROUP DISCUSSION FORUM**

- ✚ Identify six (6) key elements of Marketing and explain how each can contribute to the transformation of the business concept.
- ✚ Discuss the different philosophies of marketing and evaluate their pros and cons in context of their suitability for the business.

## **TERM-PAPER ASSIGNMENTS P1, P2, M1, M2 & D1**

**TEAM WORK.** *COMPULSORY TASKS TO PASS THE UNIT – written and oral tasks*

- ✚ **P1** Explain the key roles and responsibilities of the marketing function.
- ✚ **P2** Explain how roles and responsibilities of marketing relate to the wider organizational context.

**INDIVIDUAL:** *OPTIONAL TASKS FOR HIGHER GRADES (550 Words Each)*

- ✚ **M1** Analyse the roles and responsibilities of marketing in the context of the marketing environment.
- ✚ **M2** Analyse the significance of interrelationships between marketing and other functional units of an organisation.
- ✚ **D1** Critically analyse and evaluate the key elements of the marketing function and how they interrelate with other functional units of an organisation.

## **Group Discussion Forum And Term Paper Assignments**

- In Teams of **2-3 members**, carry out the following activities.
- Each Compulsory Task is 1000 Words. Optional Task is 450-550 Words.
- Use the case study, course outline and resources provided to answer each task.
- Include at least six (6) references in EACH of the task.
- Use Harvard Referencing Style through-out the work.
- Submit your work with complete headings as given to you below.
- Paginate your work. Save the work as pdf before uploading it to be graded.
- Any instance of plagiarism found in your work, will result in Fail Grade for the unit.
- All team members are to be present for the oral presentation to qualify for a grade.

**Early Submission Deadline: June 5.**

**Class Presentation Is: June 9 & 11**

**Late Submission Of M & D With Late Fee: June 15**

# LO2. ASSIGNMENT

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## **CASE STUDY**

*RYDE South Florida has hired your team as Marketing Consultants. Your job is to help the business to understand the principles of marketing, enabling it to develop a basic marketing plan and to employ elements of the marketing mix to achieve results for business success. The team will carry out research and meet to discuss the findings. You will organize the findings into cohesive bullet points to support a constructive and professional oral presentation to be delivered to the COO. Make your answers case specific. Use Microsoft Power Point as the medium.*

## **GROUP DISCUSSION FORUM**

- ✚ Apply the use of the 7Ps to achieve overall marketing objectives.

## **TERM-PAPER ASSIGNMENTS P3 & M3**

**TEAM WORK.** *COMPULSORY TASKS TO PASS THE UNIT – Written Report*

- ✚ **P3** Compare the ways in which different organizations apply the marketing mix to the marketing planning process to achieve business objectives.

**INDIVIDUAL:** *OPTIONAL TASKS FOR HIGHER GRADES*

- ✚ **M3** Evaluate different tactics applied by organisations to demonstrate how business objectives can be achieved.

## **Group Discussion Forum And Term Paper Assignments**

- In Teams of **2-3 members**, carry out the following activities.
- Each Compulsory Task is 1000 Words. Optional Task is 450-550 Words.
- Use the case study, course outline and resources provided to answer each task.
- Include at least six (6) references in EACH of the task.
- Use Harvard Referencing Style through-out the work.
- Submit your work with complete headings as given to you below.
- Paginate your work. Save the work as pdf before uploading it to be graded.
- Any instance of plagiarism found in your work, will result in Fail Grade for the unit.
- All team members are to be present for oral presentations to earn the grade.

**Early Submission Deadline: July 6**

**Late Submission With Late Fee: July 22**

# LO3. ASSIGNMENT

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## **CASE STUDY**



*RYDE South Florida has hired your team as Marketing Consultants. Your job is to help the business to understand the principles of marketing, enabling it to develop a basic marketing plan and to employ elements of the marketing mix to achieve results for business success. The team will carry out research and meet to discuss the findings. You will organize the findings into cohesive bullet points to support a constructive and professional oral presentation to be delivered to the COO. Make your answers case specific. Use Microsoft Power Point as the medium.*

## **TERM-PAPER ASSIGNMENTS P4, M4 & D2**

**TEAM WORK.** *COMPULSORY TASKS TO PASS THE UNIT*

-  **P4** Produce and evaluate a basic marketing plan for an organisation.

*OPTIONAL TASKS FOR HIGHER GRADES*

-  **M4** produce a detailed, coherent evidence-based marketing plan for an organisation.
-  To earn Distinction for LO2 and LO3, you must: **D2** design a strategic marketing plan that tactically applies the use of the 7Ps to achieve overall marketing objectives.

## **Group Discussion Forum And Term Paper Assignments**

- In Teams of **2-3 members**, carry out the following activities.
- Each Compulsory Task is 1000 Words. Optional Task is 450-550 Words.
- Use the case study, course outline and resources provided to answer each task.
- Include at least six (6) references in EACH of the task.
- Use Harvard Referencing Style through-out the work.
- Submit your work with complete headings as given to you below.
- Paginate your work. Save the work as pdf before uploading it to be graded.
- Any instance of plagiarism found in your work, will result in Fail Grade for the unit.
- All team members are to be present for oral presentations to earn the grade.

**Early Submission Deadline:** August 15

**Late Submission With Late Fee:** August 24

# COURSE CONTENT AND OBJECTIVES

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## **LO 1: Explain the role of marketing and how it interrelates with other functional units of an organisation**

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### **LO 1. Course Content | WEEKS 1, 2, 3 4 & 5**

The role of marketing and how it interrelates with other functional units of an organisation

- **Definitions and the marketing concept:**
  - Definitions of marketing and the nature of marketing.
  - Core concepts: customer needs, wants and demands, product and services markets, value, customer satisfaction/retention, quality, cost/benefits, efficiency/effectiveness, profitability, the growth of consumerism, strategic/tactical marketing, reasons for growth, marketing as a business philosophy, relationship marketing, changing emphasis of marketing
  - The development of the marketing concept, including current and future trends.
  
- **Marketing environment:**
  - Micro environment of the company; stakeholders eg suppliers, intermediaries, owners, financiers, customers, competitors, local residents, pressure groups;
  - Macro environment demographics eg economy, society, ecology, technology, politics, legal, culture;
  - The role of marketing;
  - The structure and operations of marketing departments.
  - The different roles of marketing within both a B2C and B2B context.
  
- **Overview of marketing processes that include analysis, strategic planning, and the marketing mix.**
  - Strengths, weaknesses, opportunities and threats (SWOT) analysis;
  - Political, economic, social, technical (PEST) analysis;
  - Porter's competitive forces
  - How the external environment influences and impacts upon marketing activity.
  
- **Consumer markets:**
  - Central role of the customer, customer culture, models and types of behaviour, consumer orientation (internal and external), competitor orientation, decision process, value chain, value and satisfaction, long-term relationships
  
- **Market segmentation:**
  - Principles of segmentation, targeting and positioning, segmentation bases eg geographic, demographic, behavioural, lifecycle stage, income, gender
  
- **Ethics and social responsibility:**
  - Sustainability, social audit, public relations, legal and regulatory considerations, public policy, third world issues, trends eg green issues, environmentalism, pressure groups

- **Services industry context:**
    - Contexts eg hospitality, travel, tourism, sports, leisure, recreational industries, public, private, voluntary (not-for-profit) sectors
  
  - **The interrelationships of functional units:**
    - Marketing as a business function.
    - The different roles of business units and the interrelationships between these functional units and marketing.
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## **LO 2. Course Content | WEEKS 7, 8, & 9**

The ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives:

### **The 7Ps marketing mix:**

**Marketing mix elements:** Nature and characteristics of products and/or services, service quality, people, partnerships, programming, packaging

- **Products/Services:** Differences between products and services, importance of brands, product development and product lifestyle, unique selling points (USPs).
- **Price:** Pricing context, pricing strategies and tactics e.g. skimming, penetration, product mix, price adjustments, competitor analysis, policy e.g. cost-plus, break-even, value-based, competition-based, variable, price setting considerations; factors affecting pricing decisions eg demand elasticity, competition, ethics
- **Place:** Distribution channel management, supply chain management, and logistics, customer convenience and availability, physical distribution and logistics, niche marketing, vertical/horizontal integration, impact of technology, franchising, ethical issues
- **Promotion:** Integrated communication mix and promotional tools role eg public relations, sponsorship, personal selling, advertising and sales promotions, branding, effective communications, communication channels, online marketing, promotional-mix decisions, budgetary considerations, monitoring and evaluating promotions

**Advertising:** objectives, methods, reach, frequency, impact, creating copy, costs and budgeting;



- Campaign:** format, objectives, target market, evaluation Sales promotion aims and objectives, reasons for growth, methods, tools, limitations, branding and merchandising, evaluation
- **People:** The different roles of 'people' in marketing, including customer interfacing and support personnel. The different skills, attitudes and behavior of people delivering the product or service to customers.
  - **Physical evidence:** The tangible aspects of service delivery – visual, aural and elements.
  - **Process:** Systems and processes involved in delivering a consistent service. Different types of processes used to expedite the marketing function.
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### **LO 3. Course Content | WEEKS 9, 10, 11 & 12**

#### Develop and evaluate a basic marketing plan

- **Marketing planning:**
  - The importance and value of marketing plans.
  - The links between marketing plans, marketing objectives and marketing strategies.
  - Evaluating and monitoring marketing plans using appropriate control and evaluation techniques such as sales analysis, market-share analysis, efficiency ratios and cost-profitability analysis.
- **Structure and development of marketing plans:**
  - Market segmentation and target market selection.
  - Setting goals and objectives, situational analysis tools and techniques, creating a marketing strategy and allocation of resources and monitoring and control measures.
- **Research and information:** relevance, new and existing products, services and markets; market information systems, defining the market, measuring current demand, the marketing research process, forecasting and demand measurement, positioning of products and services, quality as an influence on customer perceptions
- **Data collection and analysis:** needs, wants, location, focus group, primary research eg questionnaires, surveys, interviews, samples; secondary research eg internal records, statistics, published information, government publications, industry journals, qualitative/quantitative data, analysis, evaluation Communications: range of media eg television, newspapers, magazines, radio, billboards, and posters; suitability for specific products, services and markets Marketing plan: implementation, timescales, costs, evaluation e.g. objectives, revisions, and outcomes.

## GENERAL RESOURCES TO SUPPORT THE ASSIGNMENT

### ❖ Marketing Management

[http://iaear.weebly.com/uploads/2/6/2/5/26257106/marketing\\_management\\_by\\_philip\\_kotler\\_14th\\_edition\\_compressed2.pdf](http://iaear.weebly.com/uploads/2/6/2/5/26257106/marketing_management_by_philip_kotler_14th_edition_compressed2.pdf)

### ❖ Know the marketing mix (the 4 Ps) of a travel and tourism organisation

LINK: [what-when-how.com/Tutorial/topic-21961bms7c/Travel-and-Tourism-184.html](http://what-when-how.com/Tutorial/topic-21961bms7c/Travel-and-Tourism-184.html)

### ❖ Marketing Mix: A Comparative Analysis of Two Tour Operators in Sabah, Malaysia

LINK: <http://iosrjournals.org/iosr-jbm/papers/Vol18-issue2/Version-3/E018234347.pdf>

### ❖ Understanding the Marketing Mix in Travel and Tourism

LINK: <https://www.etravelweek.com/imported/understanding-marketing-mix-travel-and-tourism>

### ❖ Travel Agency Marketing Plan For Adventure Excursions Unlimited

LINK: [https://www.mplans.com/travel\\_agency\\_marketing\\_plan/executive\\_summary\\_fc.php](https://www.mplans.com/travel_agency_marketing_plan/executive_summary_fc.php)

### ❖ Definitions Of Command Verbs Used In The Task

LINK: <http://www.ocr.org.uk/Images/149928-command-verb-definitions.pdf>

### ❖ Main Parts Of An Academic / Research Essay

LINK: <https://langara.ca/departments/history-latin-political-science/pdf/Guidelines%20Main%20parts%20of%20an%20academic%20essay.pdf>

### ❖ List Of Verbs You Can Use When You Are Citing

LINK: <https://www.wildapricot.com/articles/how-to-plan-an-event>