

# Pearson Higher National DIPLOMA IN BUSINESS STUDIES

## ASSIGNMENT BRIEF

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### UNIT 2: Marketing Essential



Level  
BTEC  
Higher  
National  
Certificate

4

Level  
BTEC  
Higher  
National  
Diploma

5

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# Colbourne College

## Student Cover Page And Assignment Brief

Student Name/ID Number			
Unit Number and Title	<b>UNIT 2: Marketing Essential</b>		
Academic Year			
Assignment Title	LO2. Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives		
Issue Date		Submission Date	
Unit Tutor		IV Name & Date	
Add Your Name And Signature Only To Confirm ' <i>Authenticity Of Own Work</i> '			
Plagiarism Report Is Included	YES	NO	Number Of Pages
STUDENTS DO NOT MARK BELOW THIS LINE PLEASE			
The Student/s satisfied the Pass Criteria?			YES
The Student/s satisfied the Criteria for MERIT?			NO
The Student/s satisfied the DISTINCTION for LO1?			IV
P3. Compare the ways in which different organizations apply the marketing mix to the marketing planning process to achieve business objectives.			
Credited the sources of their information through in-text referencing			
Applied the subject areas reasonably well to the assigned role/issues in the context of the case study to correctly meet the criteria set out in the task.			
The Student/s achieved all of the above requirements that define the Pass grade			YES
M3 Evaluate different tactics applied by organizations to demonstrate how business objectives can be achieved.			
The strategies are suitable for the target audience and product/services marketing to succeed in the marketplace. The subject matter and key issues are suitably researched, and the discussion is focused. The quality of writing is very good, and the ideas transitioned well from one point to the next.			
The Student/s achieved all of the requirements that define the MERIT grade			YES
D1. Design a strategic marketing plan that tactically applies the use of the 7Ps to achieve overall marketing objectives.			
The use of the 7's and the tactics/strategies designed to achieve them are effective for the target audience and the product/services being planned. The paper is well researched, the arguments are evidenced, robust, and the ideas are well synthesized. The student demonstrated mastery in the subject matter and issues.			
The Student/s achieved all of the requirements that define the Distinction grade			YES
Markers' Review/Comments/Further Action Required		Markers' Review/Comments/Further Action Required	
REFERRED WORK: The Student must make corrections and resubmit?			YES
Signature Of First Marker:		Signature Of Second Marker:	
Dated:		Dated:	

## Guidance To Students. You should read this information before starting:

- 1) Read the brief and think about what the assignment brief is asking. Make sure you understand the assessment criteria and nature of the evidence that must be produced. If you are not clear seek guidance from the tutor on the unit.
- 2) Guided by what the subject areas and issues in the task, you will conduct literature review to produce research findings that provide valid answers to the problem/subject/issues that you are inquiring.
- 3) Produce an appropriate assessment action plan that includes relevant research resources and timeframes. Submit this to the tutor for additional support or clarification if required.
- 4) You must be clear on the requirements to develop an appropriate specification to produce and communicate your work to the intended audience e.g. for written essays or reports you will organise the paper in sections:
  - 4.1. SECTION 1: Introduction – In a short opening statement you will outline what the task is asking and the aim/s of the paper. Further, you will briefly define the key terms in the assignment.
  - 4.2. SECTION 2: **Research Findings** - you will research the subject area/s and find answers and generate the knowledge to correctly investigate the issues raised. To carry out the research, apply a range of secondary research sources to elucidate the scope of the subject and support the requirements set out in the task. The research findings that you produce must be valid. This means that the findings must be relevant, and the sources used are appropriate. You will apply the research findings to your work to support, compare, analyse and validate the ideas and arguments. All arguments and ideas discussed must be credited to the source. That is, you must correctly state the name of the Author or source that you obtained the information from e.g. (Brown, 2016). The required referencing style is Harvard Referencing.

*RESEARCH SOURCES:* Secondary research sources that you can use to gather information for your work may include textbooks, journal articles, magazine articles (not factual accounts) and newspapers. Other sources that you may collect information from are *primary research sources* which include original first-hand accounts, legal and historical documents, results of experiments and market research data collection.

*RESEARCH METHODS:* You will further apply *qualitative and/or quantitative research methods* to evaluate the research findings from the primary sources. Qualitative is reasoning with arguments while quantitative is numbers and figures.

*AVOID PLAGIARISING:* You must reference all the sources in the body of your work (in-text). Further, create a reference page to list all these in-text sources that you cited in the work. Failure to reference your work in-text and on the reference page will result in a fail grade for the unit, as this is plagiarism (cheating/academic misconduct).
  - 4.3. SECTION 3: **Discussion** - this is substantive discussion of the research findings. Here you will carry out the command verb in relations to the task you are assigned. E.g. you may be asked to analyse, explain, assess, apply, justify, compare etc. These are different commands and will require different approaches. Also, if the research findings are not relevant to the task, no matter the quality and rigor of the discussion, the criteria will not be met because your discussion should be an expansion of the research findings. Hone your discussion to meet all criteria set out in the task.
  - 4.4. Section 4: Conclusion. Draw conclusions to form the basis for recommendations. Conclusions are summary of the main points in the work. Recommendations are future actions needed based on the conclusion/outcome.
- 5) Submit a pdf copy of your work on or before the published deadlines. Work past due is not acceptable under any circumstances except in extenuating circumstances which must be approved before the deadline expires.
- 6) Submit your work using the correct portal on iTutor. Work sent to incorrect portal will not be marked.
- 7) Students will be awarded either Pass, Merit, Distinction, Referred, Incomplete, or Fail grade. In practice, this means that a student must achieve all the required learning outcomes to be awarded pass grade or higher. Thus, for students to achieve Pass, they must achieve all of the requirements that define the Pass. To achieve a Merit, students must achieve all the requirements that define Pass and Merit. For Distinction, the student must achieve all Pass, Merit and Distinction requirements. Referred Grade is where one or more tasks does not achieve a Pass Grade. You will be given feedback and the opportunity to submit the corrections at a future time agreed with your Supervisor.
- 8) Failure to submit any part of an assignment will result in the work marked In-Complete. In-complete then changes to Fail. Avoid fail grade at all cost. In-complete (IC/NC) and Fail Grade (F) mean that you must pay to take over this unit/course. Here are the ways to fail: 1) not doing the working at all; 2) not attempting all the tasks listed as P (e.g. P1, P2 etc), 3) getting over 60% of the tasks as referred grade; and 4) plagiarizing. Historically, less than 5% of the class will Fail.

# ASSIGNMENT

**LO2. Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives**

## CASE STUDY AND SCENARIO

Use RyDe South Florida and Double Decker Tours Of Washington Case Studies to execute the assignments

## ASSIGNMENTS

### COMPULSORY TASKS 1 - 3

**P3 Compare the ways in which different organisations apply the marketing mix to the marketing planning process to achieve business objectives**

TASK 1 & 2: Select two (2) companies and plan effective marketing strategies for their target audience

#### **COMPANY 1: Use the template that is provided below**

- 1.1. Provide an overview of the company
- 1.2. Identify 3-4 marketing objectives of the company
- 1.3. Describe key characteristics of the target audience
- 1.4. Create a winning marketing mix for the company

#### **COMPANY 2: Use the template that is provided below**

- 2.1. Provide an overview of the company
- 2.2. Identify 3-4 marketing objectives of the company
- 2.3. Describe key characteristics of the target audience
- 2.4. Create a winning marketing mix for the company

Task 3: compare marketing mix strategies and impact on marketing objectives (Use the seven elements of the marketing mix to compare the strategies used by both companies to drive change and achieve their marketing objectives).

### OPTIONAL TASK FOR HIGHER GRADE

TASK 4: M3 Evaluate different tactics applied by organizations to demonstrate how business objectives can be achieved (You will evaluate different tactics employed in the marketing mix and the impact on the target, broader business goals, and objectives)

## SUBMISSION FORMAT

- The assignments are to be undertaken in pairs (team of 2). Both students must contribute equally on this unit to earn the grade.
- For Tasks 1 and 2 you may use the templates supplied in this Assignment Brief. For Task 3 and 4 you may use the 4-section format.
- Pdf the file.
- To Pass this unit: research findings must answer the task, correctly apply the command verb to the discussion, in the discussion appropriately match the research findings to the case study issues, minimise writing & grammar errors, & thoroughly reference work.
- The only ways to earn fail grade: 1) not doing all the tasks identified as 'P', 2) failing to paraphrase (plagiarising), 3) failing to reference all sources in the end-of-text list of references (plagiarising), 4) Not covering your share of the work, 5) Not attending and fully participating in oral presentations; 6) Submitting work after the late deadline, 7) Submitting late work without the late fees, 8) Submitting work without paying for printing or without authorisation for owing the printing fees.
- Fully complete the Assignment Cover Page and use same as the front sheet/cover of your assignment.
- You MUST use the headers same as given e.g. P1 and P2. Do not reword them from the original.
- Number pages throughout the work. Font Style is Arial & Font Size is 11 AND Line Spacing is 1 & Paragraph Spacing is 2
- Minimum Words For each of the 'P' Assignment is 600 - 750 words each. Tasks for higher grade is 400 words each.
- Include the full plagiarism report after the reference page, and not just the score.
- Use [www.citethisforme.com](http://www.citethisforme.com) for referencing and [www.grammarly.com](http://www.grammarly.com) for grammar and proofreading

# MARKETING COURSE CONTENT

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## The 7Ps marketing mix:

- **Product:** Differences between products and services, importance of brands, product development and product lifestyle.
- **Price:** Pricing context, pricing strategies and tactics.
- **Place:** Channel management, supply chain management and logistics.
- **Promotion:** Integrated communication mix and promotional tools.
- **People:** The different roles of 'people' in marketing, including customer interfacing and support personnel. The different skills, attitudes and behaviour of people delivering the product or service to customers.
- **Physical evidence:** The tangible aspects of service delivery – visual, aural and olfactory elements.
- **Process:** Systems and processes involved in delivering a consistent service. Different types of processes used to expedite the marketing function.

## Achieving overall business objectives:

- The shift from the 4Ps to the 7Ps and the significance of the extended marketing mix.
- An overview of the marketing planning process (Analysis, Planning, Implementation and Control) and marketing strategy.

## RECOMMENDED READING RESOURCES TO SUPPORT LO2

### Sightseeing Bus Tours Business Plans: Double Decker Tours Of Washington

LINK: [https://www.bplans.com/sightseeing\\_bus\\_tours\\_business\\_plan/executive\\_summary\\_fc.php](https://www.bplans.com/sightseeing_bus_tours_business_plan/executive_summary_fc.php)

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### Marketing Mix In Tourism

LINK: [http://www.dukagjinicollege.eu/research/Elida%20Cirikovic\(fq\\_135-141\).pdf](http://www.dukagjinicollege.eu/research/Elida%20Cirikovic(fq_135-141).pdf)

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### Planning effective marketing strategies for a target audience: An adidas case study

LINK: <http://businesscasestudies.co.uk/adidas/planning-effective-marketing-strategies-for-a-target-audience/introduction.html>

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### Balancing the marketing mix through creative and innovative strategies

#### A Kellogg's case study

LINK: <http://businesscasestudies.co.uk/kelloggs/balancing-the-marketing-mix-through-creative-and-innovative-strategies/introduction.html>

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### McDonald's Marketing Mix (4Ps) Analysis

LINK: <http://panmore.com/mcdonalds-marketing-mix-4ps-analysis>

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**Developing a Marketing Mix**

What is the marketing mix?

LINK: <https://opentextbc.ca/businessopenstax/chapter/developing-a-marketing-mix/>

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The Marketing Mix 4P's and 7P's Explained

LINK: <https://marketingmix.co.uk/>

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Marketing Mix – Product

LINK: <https://marketingmix.co.uk/product/>

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Marketing Mix – Price (Pricing Strategy)

LINK: <https://marketingmix.co.uk/price/>

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Marketing Mix – Promotion (Promotional Strategy)

LINK: <https://marketingmix.co.uk/promotion/>

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Marketing Mix – Place (Distribution Strategy)

LINK: <https://marketingmix.co.uk/place/>

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Marketing Mix – Physical Evidence

LINK: <https://marketingmix.co.uk/marketing-mix-physical-evidence/>

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Marketing Mix – Process

LINK: <https://marketingmix.co.uk/marketing-mix-process/>

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Marketing Mix – People

LINK: <https://marketingmix.co.uk/marketing-mix-people/>

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Marketing Mix 4C's

<https://marketingmix.co.uk/marketing-mix-4cs/>

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Responding to a changing external business environment: An United Airlines case study

LINK: <http://businesscasestudies.co.uk/united-airlines/responding-to-a-changing-external-business-environment/united-airlines.html>

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Developing a competitive edge: A Singapore Airlines case study (SWOT)

LINK: <http://businesscasestudies.co.uk/singapore-airlines/developing-a-competitive-edge/introduction.html>

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Using PESTEL to design effective strategies: A Network Rail case study

LINK: <http://businesscasestudies.co.uk/network-rail/using-pestel-to-design-effective-strategies/introduction.html>

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# TASK ONE

## OVERVIEW OF COMPANY:

Name, Goals, Nature Of The Business, And Product/Service Planning

## MARKETING OBJECTIVES

1.

3.

2.

4.

## CHARACTERISTICS OF TARGET AUDIENCE

1

4.

2.

5.

3.

6.

## APPLY THE ELEMENTS OF THE MARKETING MIX TO ACHIEVE THE MARKETING OBJECTIVES

PRODUCT

PRICE

PLACE

PROMOTIONS

PEOPLE

PROCESS

PHYSICAL EVIDENCE



## TASK TWO

### OVERVIEW OF COMPANY: Name, Goals, Nature Of The Business, And Product/Service Planning

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### MARKETING OBJECTIVES

1.	3.
2.	4.

### CHARACTERISTICS OF TARGET AUDIENCE

1	4.
2.	5.
3.	6.

### APPLY THE ELEMENTS OF THE MARKETING MIX TO ACHIEVE THE MARKETING OBJECTIVES

PRODUCT	PRICE
PLACE	PROMOTIONS
PEOPLE	PROCESS
PHYSICAL EVIDENCE	

## SAMPLE

# What is the marketing mix and how Starbuck uses it to increase market share

## marketing mix

name Starbucks

### product

Coffee: more than 30 blends and single-origin premium coffees

Handcrafted beverages: fresh-brewed coffee, hot and iced espresso beverages, Frappuccino® coffee and non-coffee blended beverages, Starbucks Refreshers® beverages, smoothies and teas

Merchandise: coffee- and tea-brewing equipment, Verismo® System by Starbucks, mugs and accessories, packaged goods, books and gifts

Fresh food: baked pastries, sandwiches, salads, salad and grain bowls, oatmeal, yogurt parfaits and fruit cups

### price

Increase in prices due to the increasing price of coffee beans, dairy and other raw materials

Maintain or lower the price of the most popular beverages

Raise prices of labour-intensive and larger-sized beverages

The price of tea is based on the number of tea bags

Community website "My Starbucks Idea" for customer feedback

Starbucks reward program to earn free drinks

The Starbucks Cards, a store-value card that can be used and reloaded

A Starbucks app for the quickest, easiest way to pay for your coffee – no wallet needed

Social media channels like Facebook, Twitter, Google+, Pinterest and Instagram

### promotion

The Coffee Holding Company, Inc. is located in Staten Island, New York

Starbucks has more than 17,000 branches in 50 countries

Information on products, business partnerships and career opportunities is available on the website

### place