

# 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			
<b>Unit Number and Title</b>	<b>UNIT 2: Marketing Essential</b>		
Academic Year			
Assignment Title	LO3. Develop and evaluate a basic marketing plan		
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
P4. Produce and evaluate a basic marketing plan for Aim-USA.			NO
The marketing plan satisfies the criteria A-E in the Instructions, the work is unique (as plagiarism in any areas of the work is F grade), and the work satisfies professional standards in quality and presentation.			IV
The student 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			
The Student/s satisfied the Criteria for MERIT?			YES
M4 Produce a detailed, coherent evidence-based marketing plan for an organization.			NO
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.			IV
The Student/s achieved all of the requirements that define the MERIT grade			
The Student/s satisfied the DISTINCTION for LO1?			YES
D2 Design a strategic marketing plan that tactically applies the use of the 7Ps to achieve overall marketing objectives.			NO
The use of target audience characteristics and the 7 p of the Marketing Mix to design and product/services and effective marketing tactics/strategies to sell them. 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.			IV
The Student/s achieved all of the requirements that define the Distinction grade			
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:                      Dated:			NO
Signature Of Second Marker:                      Dated:		IV	

## 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

## LO3. Develop and evaluate a basic marketing plan

### CASE STUDY AND SCENARIO

Use the information available on Aim-USA's website to carry out the assignment

### ASSIGNMENTS

#### LO3 Develop and evaluate a basic marketing plan for Aim-USA INC

##### A. Define the market:

1. Determine all the products and services offered by the company
2. Define the size of the market and assess competitiveness and relevance of the products and services
3. Use primary research e.g. questionnaires, surveys, interviews, samples; secondary research eg internal records, statistics, published information, government publications, industry journals, etc. to:
  - carry out market research to define who your target audience is
  - carry out market research to ascertain the influences on customer demands and perceptions (e.g. reputation, product quality, price, location, attractiveness, level of activity/adventure involved, culture/heritage etc.).

##### B. Conduct Industry and Market Analysis:

4. Use Porter's Five Forces to identify and analyze the **five** competitive **forces** that shape the industry and determine the industry's weaknesses and strengths.
5. Use the BCG model to evaluate the strategic position of the business brand portfolio and its potential. That is, assess the industry attractiveness (growth rate of that industry) and competitive position (relative market share).

##### C. Assess the associated risks with the products and market growth strategy

6. Evaluate different strategic options and scenarios for new products
7. Calculate demand for the services and product (using demand calculations)
8. Use the Ansoff Matrix to determine the growth strategy for the product/s and market.

##### D. Create the Marketing Plan using the 10 steps below to plan, control and evaluate the marketing program:

- **Step 1:** Review and include the vision, mission and goals of the organization.
- **Step 2:** Make a list of the new and/or current marketing programs that you are planning.
- **Step 3:** Develop marketing objectives to achieve the said goals and programs.
- **Step 4:** Develop marketing strategies to effectively accomplish the objectives and programs. These strategies will consider the 7 ps of the Marketing Mix.
- **Step 5:** Develop specific marketing tactics (activities) to execute the marketing strategies. You will present different strategic options and scenarios for competitive advantage based on the services/products, price, place, promotional strategies, people, physical evidences and process
- **Step 6:** Establish timelines for each of the tactic/activity
- **Step 7:** Identify the resources that you will need to execute each of the tactic/activity
- **Step 8:** Set your marketing budget to execute the marketing plan considering the cost of planning and executing the marketing strategies and tactics.
- **Step 9:** Set control techniques to manage the planning and execution of the marketing program.

##### E. Evaluate the marketing program.

**Step 10:** a) Provide a summary of the program and activities pursued in A-D; b) Evaluate the marketing plan in D using appropriate evaluation techniques to discuss the performance; c) Make note of the action/revision needed to achieve the desirable outcomes.

### DELIVERABLES/ASSIGNMENTS

**P4. TASK A - C:** Use the market information collected above to present a snapshot of your company's current situation. This should be in the format of a Business Report which captures all the above information from task 1-8.

**P4. TASK D:** Develop and present a basic marketing plan for the company.

**P4. TASK E:** Evaluate the marketing plan for the company.

*The Following Optional Tasks For Higher Grade can be achieved in P4 above and thus do not require additional tasks.*

- M4 Produce a detailed, coherent evidence-based marketing plan
- D2 Design a strategic marketing plan that tactically applies the use of the 7Ps to achieve overall marketing objectives.

## SUBMISSION FORMAT

- The assignments for **tasks A-D are to be undertaken in teams of 5-6 people.**
- The assignment for **task E is individual work.**
- Each student must participate in one task in each of the sections A-D. Students who did work on a section will not be awarded a grade.
- Tasks A, B, C & E are to be submitted in Business Report format. Use the planning template supplied in this Assignment Brief for Task D.
- Submit the Business Report to the attention of Associate Director Of Marketing for Aim-USA, Chris-Ann Hunter.
- 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. P4, M4, & D2. Do not reword them from the original.
- Numbers pages throughout the work. Font Style is Arial & Font Size is 11 AND Line Spacing is 1 & Paragraph Spacing is 2
- The minimum word requirement For the Task A-C is 2,500 – 3,000 words.
- The minimum word requirement For the Task E is 1,000 words. The summary is a unique piece of work and should not plagiarize the group report.
- 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 proof reading

## MARKETING COURSE CONTENT

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### 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.

## RECOMMENDED READING RESOURCES TO SUPPORT LO3

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See examples of Marketing Plans provided on iTutor.

## TASK D. PLANNING FORM

*Vision, Goals, Nature Of The Business, And Product/Service Planning For AIM-USA*

VISION:

BUSINESS GOALS:

BUSINESS MISSION AND PURPOSE:

<b>TARGET AUDIENCE CHARACTERISTICS</b>	<b>MARKETING MIX OBJECTIVES</b>	<b>STRATEGIES</b>	<b>ACTIVITIES</b>	<b>TIMELINE</b>	<b>RESOURCES</b>	<b>KPI</b>	<b>DESIRABLE RESULTS</b>
	<b>PRODUCT</b>						
	<b>PRICE</b>						
	<b>PLACE</b>						
	<b>PROMOTION</b>						
	<b>PEOPLE</b>						
	<b>PROCESSES</b>						

	<b>PHYSICAL EVIDENCE</b>						