

Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED		
		YES	NO	
LO4 Be able to use the marketing mix in different contexts	AC 4.1 Plan marketing mixes for two different segments in consumer markets <i>The Student should carry out this task as a Business Consultant by:</i>			
	1. Using Paragraph One to provide a brief explanation of “ Consumers market ” and “ Organisational markets ”			
	2. Using Paragraph Two for the research findings on: 1) how to plan marketing mixes for Consumers market verses /compared to 2) how to plan marketing mixes for Organistional markets			
	3. Using Paragraph Three to: Segment your customers into two groups: consumer and organizational customers. You are then expected to plan marketing mixes for these two segments using a specific product or service that you sell.			
	4. Using Paragraph Four to draw Conclusions about: the significance of planning marketing mix for different segments of a consumer market.			
	5. Carrying Out the command in the task: to “ Plan ” which means: “ Consider, set out and communicate what is to be done ”			
	6. Including at least five (5) themes and perspectives identified in your research findings and the content areas from the Course: Consumer markets: fast moving consumer goods; consumer durables; coordinated marketing mix to achieve objectives Organisational markets: differences from consumer markets; adding value through service; industrial; non-profit making; government; re-seller			
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.			
	8. Using Harvard Referencing Style properly.			
	9. Using the Four Paragraph Essay-Writing Structure.			
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.			
	11. Meeting the 750 Words Requirements (only 10% more or less can deviate from the instructions).			
12. Linking the answers specific to the Business Case.				
		A Pass Grade Is Awarded	YES	NO
Name Of Assessor:		Date Of Assessment:		

Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED	
		YES	NO
LO4 Be able to use the marketing mix in different contexts	AC 4.2 Illustrate differences in marketing products and services to businesses rather than consumers <i>The Student should carry out this task as a Business Consultant by:</i>		
	1. Using Paragraph One to provide a brief definition of “goods” and “services”.		
	2. Using Paragraph Two for the research findings on: the different ways in which products are marketed to businesses compared to how they are marketed to consumers.		
	3. Using Paragraph Three to: illustrate the differences in marketing products and services to businesses rather than to consumers		
	4. Using Paragraph Four to draw Conclusions about: the main differences between marketing to a business versus marketing to a consumer.		
	5. Carrying Out the command in the task: to “illustrate” which means: “ Make clear by using examples or provide diagrams ”		
	6. Including at least five (5) themes and perspectives identified in your research findings and the content areas from the Course: Organisational markets: Differences from consumer markets; adding value through service; industrial; non-profit making; government; re-seller Services: Nature and characteristics of service products (intangibility, ownership, inseparability, perishability, variability, heterogeneity – the 7Ps); strategies; service quality; elements of physical product marketing; tangible and intangible benefits		
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
	11. Meeting the 750 Words Requirements (only 10% more or less can deviate from the instructions).		
12. Linking the answers specific to the Business Case.			
	A Pass Grade Is Awarded	YES	NO
Name Of Assessor:		Date Of Assessment:	

Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED		
		YES	NO	
LO4 Be able to use the marketing mix in different contexts	AC 4.3 show how and why international marketing differs from domestic marketing <i>The Student should carry out this task as a Business Consultant by:</i>			
	1. Using Paragraph One to provide a brief definition of “international markets” and “domestic markets” .			
	2. Using Paragraph Two for the research findings on: the differences between international marketing and domestic marketing			
	3. Using Paragraph Three to: show ‘how’ and ‘why’ international marketing differs from domestic marketing.			
	4. Using Paragraph Four to draw Conclusions about: the main differences between international marketing and domestic marketing			
	5. Carrying Out the command in the task: to “show” which means: “to cause or allow to be seen; exhibit; display.”			
	6. Including at least five (5) themes and perspectives identified in your research findings and the content areas from the Course: International markets: Globalisation; cultural differences; standardisation versus adaptation; the EU; benefits and risks; market attractiveness; international marketing mix strategies			
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.			
	8. Using Harvard Referencing Style properly.			
	9. Using the Four Paragraph Essay-Writing Structure.			
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.			
		11. Meeting the 750 Words Requirements (only 10% more or less can deviate from the instructions).		
	12. Linking the answers specific to the Business Case.			
		A Pass Grade Is Awarded	YES	NO
Name Of Assessor:		Date Of Assessment:		