



## Unit: Marketing in Business

### Assignment Title: Marketing Report - 20 Credits

## Sample Marking Scheme

Markers are advised that, unless a task specifies that an answer be provided in a particular form, then an answer that is correct (factually or in practical terms) **must** be given the available marks. If there is doubt as to the correctness of an answer, the relevant NCC Education materials should be the first authority.

This marking scheme has been prepared as a **guide only** to markers and there will frequently be many alternative responses which will provide a valid answer.

Each candidate's script must be fully annotated with the marker's comments (where applicable) and the marks allocated for each part of the tasks.

**Throughout the marking, please credit any valid alternative point.**

**Where markers award half marks in any part of a task, they should ensure that the total mark recorded for the task is rounded up to a whole mark.**

Marker's comments:

Moderator's comments:

Mark:

Moderated mark:

Final mark:

Penalties applied for academic malpractice:

**Task 1 - Competitive Position**

**20 marks**

Begin your research for the CEO by critically analysing the organisations competitive positioning. Start by giving a short introduction to the organisation, their history and background.

To answer this sufficiently you should research the organisation, along with key competitors, and apply relevant academic models to, to understand how the organisation competes, its value proposition and how the organisation currently differentiates itself from the competitors in the marketplace.

<b>0-5 marks</b>	<b>6-7 marks</b>	<b>8-11 marks</b>	<b>12-13 marks</b>	<b>14-20 marks</b>
<b><i>Basic research and rudimentary introduction to the organisation's history and background.</i></b>	<b><i>Limited research and introduction to the organisation's history and background.</i></b>	<b><i>Consistently detailed research and introduction to the organisation's history and background.</i></b>	<b><i>Robust research and thorough introduction to the organisation's history and background.</i></b>	<b><i>Highly comprehensive research and introduction to the organisation's history and background.</i></b>
<b><i>Basic application of appropriate tools and models.</i></b>	<b><i>Limited application of appropriate tools and models.</i></b>	<b><i>Adequate application of appropriate tools and models.</i></b>	<b><i>Sound application of appropriate tools and models.</i></b>	<b><i>Coherent application of appropriate tools and models.</i></b>
<b><i>Basic analysis of the organisations competitive position.</i></b>	<b><i>Limited analysis of the organisations competitive position.</i></b>	<b><i>Appropriate analysis of the organisations competitive position.</i></b>	<b><i>Sound analysis of the organisations competitive position.</i></b>	<b><i>Consistently critical and detailed analysis of the organisations competitive position.</i></b>
<b><i>Basic understanding of company's value proposition and differentiation in relation to competitors.</i></b>	<b><i>Limited understanding of company's value proposition and differentiation in relation to competitors.</i></b>	<b><i>Appropriate understanding of company's value proposition and differentiation in relation to competitors.</i></b>	<b><i>Critical understanding of company's value proposition and differentiation in relation to competitors.</i></b>	<b><i>Consistently critical understanding of company's value proposition and differentiation in relation to competitors.</i></b>

**Task 2 Marketing Challenges**

**15 marks**

From your competitive positioning analysis, identify TWO (2) key challenges facing the organisation. For BOTH of the challenges you have identified, evidence and clearly explain your rationale as to why you believe these to be the two most important challenges.

<b>0-3 marks</b>	<b>4-5 marks</b>	<b>6-8 marks</b>	<b>9 marks</b>	<b>10-15 marks</b>
<i>Basic understanding of the two challenges facing the organisation.</i>	<i>Limited understanding of the two challenges facing the organisation.</i>	<i>Adequate understanding of the two challenges facing the organisation.</i>	<i>Sound understanding of the two challenges facing the organisation.</i>	<i>Detailed awareness of the two challenges facing the organisation.</i>
<i>The challenges were underpinned by basic use of data obtained from drawing on very limited sources of market information.</i>	<i>The challenges were underpinned by adequate use of data obtained from drawing on limited sources of market information.</i>	<i>The challenges were underpinned by good use of data obtained from drawing on some sources of market information.</i>	<i>The challenges were underpinned by robust use of data obtained from drawing on multiple sources of market information.</i>	<i>The challenges were underpinned by highly comprehensive use of data obtained from drawing on multiple sources of market information.</i>
<i>Very basic and limited rationale and/or justification. There was little evidence of relevant academic reading and research indicated.</i>	<i>The rationale for selecting the challenges was clear but offered limited justification, theory and data which needed to be from credible academic and/or practitioner sources.</i>	<i>The rationale for selecting the challenges was clear, well-argued and justified using relevant theory and data which was from some credible academic and/or practitioner sources.</i>	<i>The rationale for selecting the challenges was clear, well-articulated, well-argued and well justified using relevant theory and data which was from credible academic and/or practitioner sources.</i>	<i>The rationale for selecting the challenges was clear, well-articulated, well-argued and extremely well justified using relevant theory and data which was from credible academic and/or practitioner sources.</i>

**Task 3 Identifying Growth Opportunities****20 marks**

Utilising your research, you must now evaluate the growth opportunities for the organisation considering the marketing challenges you have identified in task 2.

This could be to propose new products or services, to reposition existing products to new markets or to diversify into new markets with new products.

To do this, you should apply a strategic tool such as Ansoff's matrix to assist in explaining the options available to the organisation. You should back up your proposal with a clear understanding of the market and customer base gained through research within this area.

<b>0-5 marks</b>	<b>6-7 marks</b>	<b>8-11 marks</b>	<b>12-13 marks</b>	<b>14-20 marks</b>
<i>Basic ability to critically evaluate available information.</i>	<i>Limited ability to critically evaluate available information.</i>	<i>Adequate ability to critically evaluate available information.</i>	<i>Sound ability to critically evaluate available information.</i>	<i>Highly Comprehensive ability to critically evaluate available information.</i>
<i>Basic understanding and application of Ansoff's matrix.</i>	<i>Limited understanding and application of Ansoff's matrix.</i>	<i>Adequate understanding and application of Ansoff's matrix.</i>	<i>Sound understanding and application of Ansoff's matrix.</i>	<i>Coherent understanding and application of Ansoff's matrix.</i>
<i>Basic understanding of the target market and customer base.</i>	<i>Limited understanding of the target market and customer base.</i>	<i>Adequate understanding of the target market and customer base.</i>	<i>Very good understanding of the target market and customer base.</i>	<i>Comprehensive understanding of the target market and customer base.</i>

**Task 4 Marketing Communications Strategy****20 marks**

Your strategy for growth identified in task 3 should be supported by a marketing campaign aimed at your target audience.

Discuss your strategy for reaching potential customers and explaining your new product/service. This should include reference to the marketing mix and demonstration of a mix of tactics including offline and online digital media.

This should be explained fully with reference to the media habits of the target market.

<b>0-5 marks</b>	<b>6-7 marks</b>	<b>8-11 marks</b>	<b>12-13 marks</b>	<b>14-20 marks</b>
<i>Basic understanding and analysis of the marketing mix.</i>	<i>Limited understanding and analysis of the marketing mix.</i>	<i>Adequate understanding and analysis of the marketing mix.</i>	<i>Robust understanding and analysis of the marketing mix.</i>	<i>Consistently critical understanding and analysis of the marketing mix.</i>
<i>Basic strategy for reaching target customers based on basic analysis of available information.</i>	<i>Limited strategy for reaching target customers based on basic analysis of available information.</i>	<i>Acceptable strategy for reaching target customers based on basic analysis of available information.</i>	<i>Appropriate and justified strategy for reaching target customers based on basic analysis of available information.</i>	<i>Convincing and well justified strategy for reaching target customers based on basic analysis of available information.</i>
<i>Basic application of appropriate tools constituting a basic campaign.</i>	<i>Limited application of appropriate tools constituting a basic campaign.</i>	<i>Adequate application of appropriate tools constituting a limited campaign.</i>	<i>Sound application of appropriate tools constituting a good campaign.</i>	<i>Coherent application of appropriate tools constituting a well designed campaign.</i>

**Task 5 Measurement****15 marks**

The organisation must be able to confidently and accurately measure its success. Therefore, you should identify THREE (3) key performance indicators (KPIs) based on both your new growth strategy and your marketing objectives. Include an explanation of why you have chosen these key performance indicators (KPIs) and discuss how they will be utilised.

<b>0-3 marks</b>	<b>4-5 marks</b>	<b>6-8 marks</b>	<b>9 marks</b>	<b>10-15 marks</b>
<i>Basic understanding and identification of the key performance indicators.</i>	<i>Limited understanding and identification of the key performance indicators.</i>	<i>Adequate understanding and identification of the key performance indicators.</i>	<i>Critical understanding and identification of the key performance indicators.</i>	<i>Consistently critical understanding and identification of the key performance indicators.</i>
<i>Basic explanation of the key performance indicators.</i>	<i>Limited explanation of the key performance indicators.</i>	<i>Appropriate explanation of the key performance indicators.</i>	<i>Consistent and clear explanation of the key performance indicators.</i>	<i>Convincing and comprehensive explanation of the key performance indicators.</i>
<i>Basic utilisation of KPI's explained.</i>	<i>Limited utilisation of KPI's explained.</i>	<i>Justified utilisation of KPI's explained.</i>	<i>Appropriate and justified utilisation of KPI's explained.</i>	<i>Highly appropriate utilisation of KPI's explained.</i>

## Task 6 - 10 Marks

Using the Rolfe, G., Freshwater, D. and Jasper, M. (2001) model, critically review the learning that you have undertaken in order to complete this assignment.

Based upon your learning, your reflection should include a description; an analysis and; an action plan in order to bring about improvements in the future.

<b>0-3</b>	<b>4-6</b>	<b>7-10</b>
<i>Provides a brief description of the learning that occurred and a somewhat superficial analysis of its importance.</i>	<i>Provides a description of the learning that occurred supported by some analysis which would benefit from more substance.</i>	<i>Provides an in-depth description of the learning that occurred and a developed analysis of its importance.</i>
<i>Produces a simple action plan that gives limited or vague detail on the activities that need to take place in order to improve learning or practice.</i>	<i>Produces a sensible action-orientated action plan that provides some detail on activities that need to take place in order to improve learning or practice.</i>	<i>Produces a comprehensive, action-orientated action plan that details clear activities that need to take place in order to improve learning or practice.</i>

### Note to markers

Please take appropriate action for any malpractice (plagiarism, collusion, referencing issues etc.) discovered as per the *AQ\_28-a01\_Academic Misconduct Policy* document. Please also complete and submit the *Malpractice Declaration Form*.

## Learning Outcomes matrix

Question	Learning outcomes assessed	Marker can differentiate between varying levels of achievement
1	LO 1, LO2	yes
2	LO 1, LO3	yes
3	LO 3, LO4	yes
4	LO4, LO5	yes
5	LO 5	yes
6	All	yes

## Grade descriptors

Learning Outcome	Pass	Merit	Distinction
Understand environmental and market factors affecting marketing decisions	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding
Assess the role of information and research in marketing decision-making	Demonstrate an adequate awareness of issues associated with the subject and make some appropriate judgements	Demonstrate a sound awareness of issues associated with the subject and make consistently appropriate judgements	Demonstrate a detailed awareness of the complexity of issues associated with the subject and make highly appropriate judgements
Understand the process of marketing and selling new products	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding
Understand the marketing process in global markets	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding
Understand marketing strategies in contemporary businesses	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding