

## Unit Title: **Principles of Marketing and Evaluation**



Unit Credit Value:	<b>7</b>
Unit Level:	<b>Three</b>
Unit Guided Learning Hours:	<b>50</b>
Ofqual Unit Reference Number:	<b>T/502/9935</b>
Unit Review Date:	<b>31/08/2017</b>
Unit Sector:	<b>15.4 Marketing and Sales</b>

### **Unit Summary**

This unit concerns understanding the principles of market segmentation, how to assess market opportunities for new products and/or services, the principles of marketing strategy development and how to evaluate the effectiveness of a marketing strategy.

**Unit Information**

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

**This unit has 4 learning outcomes**

<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT CRITERIA</b>
<b>The learner will:</b>	<b>The learner can:</b>
1. Understand the principles of market segmentation	1.1. Explain the importance of defining <b>market segments</b> to the development and achievement of the marketing strategy 1.2. Explain the difference between market segments and <b>customer classification</b> 1.3. Explain how the characteristics, motivations and behaviours of potential target customers are identified 1.4. Explain how to cluster customers with similar characteristics 1.5. Describe how to confirm that <b>proposed segments</b> are real, distinctive, viable and their buying power measurable 1.6. Explain how to evaluate the profitability and stability of market segments 1.7. Describe how a range of products may appeal to different market segments 1.8. Explain the <b>motivators and inhibitors</b> that influence customer behaviour 1.9. Explain the use of Customer Relationship Management

LEARNING OUTCOMES	ASSESSMENT CRITERIA
<p><b>The learner will:</b></p>	<p><b>The learner can:</b></p>
<p>2. Understand how to assess market opportunities for new products and/or services</p>	<p>2.1. Describe the <b>economic and buyer behavioural factors</b> to be taken into account when assessing new market opportunities</p> <p>2.2. Describe the <b>cultural factors</b> that are likely to affect customers' perception of products and/or services and sales performance</p> <p>2.3. Explain how to identify opportunities and threats in new markets and for new products in existing markets</p> <p>2.4. Explain how competitor and potential competitor activity may affect projected sales performance</p> <p>2.5. Explain the basis of recommendations to exploit new market opportunities</p>
<p>3. Understand the principles of marketing strategy development</p>	<p>3.1. Describe the <b>topics</b> to be addressed in a marketing strategy</p> <p>3.2. Explain the use of market analyses to inform the development of a marketing strategy</p> <p>3.3. Explain how to evaluate risks to the achievement of objectives</p> <p>3.4. Describe how to forecast sales by product and/or service</p> <p>3.5. Explain how to present a marketing strategy including aims, objectives, actions, accountabilities, resources, budgets and forecasts</p> <p>3.6. Explain the importance of engaging stakeholders in the development of a marketing strategy</p> <p>3.7. Explain the significance of customer loyalty to the achievement of marketing objectives and strategy</p> <p>3.8. <b>Explain</b> how to set performance indicators and evaluation arrangements that are capable of measuring returns on investment</p>

LEARNING OUTCOMES	ASSESSMENT CRITERIA
<b>The learner will:</b>	<b>The learner can:</b>
<p>4. Understand how to evaluate the effectiveness of a marketing strategy</p>	<p>4.1. Explain the importance of conducting the evaluation in accordance with the specification</p> <p>4.2. Describe the <b>factors</b> to be taken into account in the evaluation of the effectiveness of a marketing strategy</p> <p>4.3. Explain the strengths and weaknesses of different <b>evaluation methods</b></p> <p>4.4. Describe how to identify trends and themes from evaluation data</p> <p>4.5. Explain how to ensure the reliability and validity of evaluation data</p> <p>4.6. Explain how to achieve an acceptable level of statistical confidence</p> <p>4.7. Explain how to address <b>critical issues</b> revealed by evaluation</p> <p>4.8. Explain the importance of justifying recommendations and conclusions with evidence</p> <p>4.9. Explain the use of <b>impact analysis</b> in the evaluation process</p> <p>4.10. Explain the importance of marketing to the achievement of business objectives and strategies</p> <p>4.11. Describe the links between <b>corporate social responsibility</b> and marketing strategies</p>

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**Assessment Guidance**

**Learning Outcome 1**

- 1.1 Market Segments:** age, gender, religion, culture, income, lifestyle.
- 1.2 Customer classifications:** business customers, leisure customers.
- 1.5 Proposed segments:** audience, amount of people targeted, suppliers, demographic.
- 1.8 Motivators and inhibitors:** aspirations, lifestyle, income, time, status, family.

**Learning Outcome 2**

- 2.1 Economic and buyer behavioural factors:** seasonal, recession, taxation, employment levels, cost of living.

**2.2 Cultural factors:** supply and demand, demographics.

**Learning Outcome 3**

**3.1 Topics:** research, planning and development, packaging, pricing, promotion, distribution after-sales.

**3.8 Explain:** learners should cover marketing plan/strategy and overall objectives, benchmarks for success and target.

**Learning Outcome 4**

**4.2 Factors:** on budget, timeliness, achievement of KPIs.

**4.3 Evaluation methods:** SWOT analysis.

**4.7 Critical issues:** inaccurate/unreliable data, KPIs not achieved, over budget.

**4.9 Impact analysis:** positive and negative, any risk factors.

**4.11 Corporate social responsibility:** diversity, community responsibility, volunteering, mentoring.