

Pearson BTEC Level 3 Nationals Certificate

January 2019

Paper Reference **31489H**

Business/Enterprise and Entrepreneurship

Unit 2: Developing a Marketing Campaign

Part A

You must have:

Calculator, note paper and pen

Instructions

- **Part A** contains material for the completion of the preparatory work for the set task.
- **Part A** is issued to learners two weeks before **Part B** is scheduled. Learners are advised to spend approximately 6 hours on **Part A**.
- **Part A** must be issued to learners on the timetabled date so that learners can prepare in the way specified.
- **Part A** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- **Part A** should not be returned to Pearson.
- **Part B** materials must be issued to learners during the period specified by Pearson.

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Instructions to Teachers/Tutors

This booklet must be read in conjunction with the unit information in the specification and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document. See the Pearson website for details.

Learners should undertake independent research on the context given in this **Part A** booklet.

Learners are expected to spend approximately six hours on **Part A**.

Centres must issue this booklet at the appropriate time and advise learners of the timetabled sessions during which they can prepare. It is expected that scheduled lessons or other timetabled slots will be used for some or all of the preparation.

Learners may prepare summary notes on their research findings. Learners may take up to six sides of A4 notes of this type into the supervised assessment (**Part B**). Learners' notes should include facts and figures relating to organisations, such as the products they offer and the ways they use the marketing mix in their promotional campaigns.

Learner notes must not include any analysis or evaluation of their research findings. Notes should not include any pre-prepared promotional plans.

Teachers/tutors cannot give any support to learners during the production of the notes and the work must be completed independently by the learner.

The supervised assessment will take place in a timetabled period specified by Pearson. Centres should schedule all learners at the same time or supervise cohorts to ensure there is no opportunity for collusion.

Refer carefully to the instructions in this booklet and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document to ensure that the preparatory period is conducted correctly and that learners have completed their preparation validly and independently.

All learner notes must be retained securely by the centre after **Part B** and may be requested by Pearson if there is suspected malpractice.

Instructions for Learners

Read the Set Task Brief carefully.

This contains the information you need to prepare for the set task.

In **Part B** you will be given a scenario. Use this **Part A** booklet to prepare by relating your learning to the specific information given.

You will then be given the set task to complete under supervised conditions.

You must work independently and should not share your work with other learners.

Your teacher/tutor may give guidance on when you can complete the preparation.

Your teacher/tutor can not give you feedback during the preparation period.

Set Task Brief

You have been asked to write a proposal for a marketing campaign for *Fantastical Gaming*, a UK-based tabletop game manufacturer.

The owners want to increase awareness of their brand and attract more customers.

You are required to independently research and analyse the market for tabletop gaming.

Your research should include primary and secondary data relating to:

- competitors
- market size, share and structure
- target market
- trends
- external influences.

You should research at least one marketing campaign related to the market for tabletop gaming.

You may wish to consider researching weekly/monthly marketing journals, marketing and/or advertising agency websites, business consultancies and more general business sources.

Your research should include:

- costs
- timescale
- media used
- message communicated
- marketing mix
- appropriateness of the campaign.

You should take into consideration the validity and reliability of the data that you collect.

You do **not** have to produce the promotional materials.

You are allowed a maximum of six sides of A4 of your individually prepared notes to support you during the **Part B** supervised assessment.

Pearson BTEC Level 3 Nationals Certificate

Window for supervised period:

Thursday 10 January 2019 – Friday 11 January 2019

Supervised period: 3 hours

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Business/Enterprise and Entrepreneurship

Unit 2: Developing a Marketing Campaign

Part B

You must have:

Calculator, note paper and pen

Instructions

- Complete **all** activities.
- **Part A** will have been used in preparation for completion of **Part B**.
- **Part B** must be issued to learners as defined by Pearson and should be kept securely.
- **Part B** must be undertaken in 3 hours during the 2-day period and under the conditions specified by Pearson. The period will allow centres to timetable appropriate supervised sessions for all learners.
- **Part B** is specific to each series and must only be issued to learners who have been entered to undertake the task in the relevant series. It is to be issued at the beginning of their timetabled supervised period.
- **Part B** should be kept securely until the start of the 3 hour supervised assessment period.

Information

- The total mark for this paper is 70.

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Instructions to Teachers/Tutors and/or Invigilators

This paper must be read in conjunction with the unit information in the specification and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document. See Pearson website for details.

The **Part B** set task is undertaken under supervision in a single session of three hours within the two timetabled days. Centres may schedule a supervised rest break during the session.

In order to enable learners to have access to computer resources, a period of two days is provided within which centres can timetable the assessment. Centres should schedule all learners in the same sessions if possible and must release **Part B** to individual learners only for their scheduled sessions.

The **Part B** set task requires learners to apply research. Learners should bring in notes as defined in **Part A**. The teacher/tutor and/or invigilator needs to ensure that notes comply with requirements.

Work for the **Part B** set task must be completed using a computer. Learners are not allowed access to the internet. All learner work must be completed independently and authenticated by the teacher/tutor and/or invigilator before being submitted to Pearson.

Refer carefully to the instructions in this task booklet and the *Instructions for Conducting External Assessments (ICEA)* document to ensure that the supervised period is conducted correctly and that learners submit evidence that is their own work.

Learners must not bring anything into the supervised environment or take anything out without teacher/tutor and/or invigilator knowledge and approval.

Centres are responsible for putting in place appropriate checks to ensure that only permitted material is introduced into the supervised environment.

Maintaining security

- During supervised assessment periods, the assessment areas must only be accessible to the individual learners and to named members of staff.
- Learners can only access their work under supervision.
- During any break materials must be kept securely.
- Any work learners produce under supervision must be kept securely.
- Learner notes will be retained securely by the centre after **Part B** and may be requested by Pearson if there is suspected malpractice.

Outcomes for submission

Two documents will need to be submitted by each learner:

- a rationale for a marketing campaign
- a budgeted plan for the marketing campaign.

Each learner must complete an authentication sheet.

Instructions for Learners

Read the set task information carefully.

This session is three hours. Your teacher/tutor and/or invigilator will tell you if there is a supervised break. Plan your time carefully.

You have prepared for the set task given in this **Part B** booklet. Use your notes prepared during **Part A** if relevant. Attempt all of **Part B**.

Your notes must be your own work and will be retained by your centre until results are issued.

You will complete this set task under supervision and your work will be kept securely during any breaks taken.

You must work independently throughout the supervised assessment period and must not share your work with others.

Outcomes for submission

You will need to submit the following **two** documents on completion of the supervised assessment period:

- a rationale for the marketing campaign
- a budgeted plan for the marketing campaign.

You must also complete an authentication form to declare that the work you submit is your own.

Set Task

You must complete BOTH activities.

You will need to refer to the additional task information on the following pages and your notes from the research and preparatory work undertaken in **Part A**.

Activity 1

Prepare a rationale for the marketing campaign to promote a new tabletop game.

This should include:

- marketing aims and objectives
- research data on the market, to include:
 - an analysis of your research, using appropriate tools
 - target market
 - size, structure and trends
 - competition
- an evaluation of the reliability and validity of the information researched
- a justification for your rationale.

(Total for Activity 1 = 34 marks)

Activity 2

Based on your rationale from Activity 1, you must produce a plan for your marketing campaign for the tabletop game manufacturer *Fantastical Gaming*.

This should include an appropriate:

- marketing mix
- marketing message
- selection of media
- expenditure budget
- timescale.

You must produce this plan in an appropriate written format for the owners of *Fantastical Gaming*.

(Total for Activity 2 = 36 marks)

TOTAL FOR PAPER = 70 MARKS

Part B Set Task Information

The growth of the market for tabletop games

The market for tabletop games is growing rapidly. It is estimated to be worth over \$1 billion globally. The UK market alone is estimated to have grown by 20% in 2016 and this growth is forecast to continue.

These games tend to have a product life cycle of around eight years, although this is expected to increase to 10 years over the next decade. A significant reason for this is the release of 'expansion packs'. These offer additional challenges or new characters for existing games.

Many popular games, for example 'The 7th Continent', started life on crowdfunding platforms such as Kickstarter. This approach can help to build enthusiasm for the project prior to launch, as well as providing the capital needed to fund initial production. Other games, such as 'Settlers of Catan', have found success in the mass market after initially being aimed at a smaller niche.

The number of games on the market is expected to grow over the next decade. It is expected that there will be an increase in the availability of expansion packs, add-ons and alternative versions of existing games. For example, a version of 'Settlers of Catan' has now been successfully launched as a card game.

Capital obtained from crowdfunding is likely to be a significant driver of growth in this market.

Another key driver of growth in this market is the increasing availability of these games through physical retail channels. In addition to specialist outlets such as comic book shops, these games can now be bought from an increasing number of supermarkets and discount stores.

One opportunity to promote these products is at gaming conventions. Events such as 'Gen Con' in America and 'Spiel' in Germany can each attract over 100 000 people. In 2015, the Spiel convention hosted the largest ever game of 'Settlers of Catan', featuring over 1 000 players.

The rise in popularity of tabletop gaming has followed the rise in popularity of 'nerd culture'. Programmes such as 'The Big Bang Theory' and an increase in film adaptation of comic books, such as 'The Avengers', have led to a growing demand for products with science-fiction (sci-fi) and fantasy themes.

Fantastical Gaming

Fantastical Gaming is a British manufacturer of tabletop games with sci-fi and fantasy themes. The company makes and sells board games and card games.

The owners of *Fantastical Gaming* currently sell their products at conventions and online through their shop on the Amazon website.

Taking advantage of a growing market

The owners of *Fantastical Gaming* have purchased new equipment to increase their total production of existing products and to extend their product range.

They have allocated a marketing budget to increase demand for their products.

Fantastical Gaming is focusing its marketing message on attracting affluent professionals aged 20 to 40. Most promotional activity to date has been through posts on social media and handing out leaflets at UK events.

The owners of *Fantastical Gaming* would like to focus on one of the following distribution channels:

EITHER

1. UK retail stores selling their products

OR

2. Promoting their products at an international convention such as Spiel in Germany.

The marketing budget for the campaign is £45 000. The campaign should last up to one year.

What is tabletop gaming?

This can include dice games, board games and card games. These games normally require a flat surface such as a table to play on.

What is a convention?

An event where the players of games and the makers of games get together. Attendees often arrive dressed as characters from their favourite games. Sellers of new and rare collectible gaming items will attend these events. Game designers and players will give talks on particular aspects of gaming.

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