



Mark Scheme (Results)

January 2019

BTEC Level 3 National in Business /
Enterprise and Entrepreneurship
Unit 2: Developing a Marketing
Campaign (31489H)



Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus.

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson.

Their contact details can be found on this link: www.edexcel.com/teachingservices.

You can also use our online Ask the Expert service at www.edexcel.com/ask. You will need an Edexcel username and password to access this service.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at:

www.pearson.com/uk

January 2019

Publications Code 31489H_1901_MS

All the material in this publication is copyright

© Pearson Education Ltd 2019

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Structure	0	1	2	3	4
	No rewardable material.	• The rationale lacks structure, with isolated references to marketing principles and/or concepts. Uses generic marketing terminology of limited relevance.	• The rationale has a basic structure and attempts to apply relevant marketing principles and/or concepts. Uses some relevant marketing terminology.	• The rationale has a logical structure and applies a variety of relevant marketing principles and/or concepts. Uses relevant marketing terminology.	• The rationale is well written and has a logical structure. Applies a variety of relevant marketing principles and concepts. Uses relevant marketing terminology.

Marking Guidance

Evidence of a well written rationale:

- Good use of language skills – e.g. vocabulary, sentences are coherent/flow.
- Logical structure – work is divided into sections with separate points in separate paragraphs or as separate bullet points, headings could be used to divide up material, content is placed into a logical order
- Use of marketing terminology – Marketing terms – either from the unit content or the candidates wider knowledge – are utilised accurately and where relevant. This occurs throughout the activity 1 work.

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Marketing aims and objectives	0	1-2	3-4	5-6	7-8
	No rewardable material.	• Learners provide some marketing aims and objectives but there is little development/ explanation relevant to context.	• Learners provide relevant marketing aims and objectives, with development/ explanation relevant to context.	• Learners rationalise relevant marketing aims and objectives, with clear development/ analysis relevant to context.	• There is comprehensive coverage of relevant rationalised marketing aims and objectives, with good development/ evaluation relevant to context.

Indicative Content

Aims and objectives are relevant to and realistic in the context of:

- A small business
- A firm which targets a specific niche market which has potential to reach a wider audience
- A modest marketing budget of £45,000
- A campaign lasting up to one year
- The aims and objectives should relate to increasing brand awareness and attracting customers. The distribution channels selected should influence the aims and objectives set:
 - If aiming to sell through retail stores this might lead to an increase in the use of POP materials and B2B marketing activity
 - if targeting the convention market this might lead to more use of methods such as leafleting or guerrilla marketing (e.g. convention floor flashmobs).
- **Objectives should be SMART and relevant to the business / product/s**

Possible objectives might include

- Attract x number of customers per day to a convention stand
- A specified number of games sold per month through shops/online/conventions
- A specified number of retailers selling a set number of games each month
- Gain x responses to an advert in tabletop gaming magazine within x days of publication
- **Increase the number of visitors to the website or store by 25 per month for 12 months**
- **Release the game in x number of territories in x months**
- **Achieve x number of visits to the company website / social media platforms in x months**
- **X% of the target market will be aware of the Fantastical Games brand within x months when responding to surveys**

Aims/ objectives should be accompanied by development illustrating the appropriateness of the objective to the context of a tabletop game manufacturer. This might be based on:

- The use of industry sales data to show why a particular level of sales would be achievable
- Statistics for gaming convention attendance to support a target for a specific number of visitors to a stand
- Links between aims and objectives and the proposed marketing mix – e.g. IF the business is planning to launch x new games targeting a specific demographic, it might be reasonable to expect to sell x% of these games per month.

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Research of and analysis of market information	0 No rewardable material.	1–3 <ul style="list-style-type: none"> Reference will be made to the: <ul style="list-style-type: none"> case study individual/independent research wider business market and competitors but it will lack detail and relevance to the context. An interpretation of the reliability and validity of the research might be attempted, but is generic, lacking a grasp of the concepts in this context. Analytical approach is limited and any conclusions provided are generic. 	4–6 <ul style="list-style-type: none"> Reference will be made to the: <ul style="list-style-type: none"> case study individual/independent research wider business market and competitors but it will lack relevance to the context in places. An interpretation of the reliability and validity of the research is attempted, demonstrating a basic grasp of the concepts and their relevance in this context. Analytical approach leads to conclusions being provided but may lack balance and/or relevance in places. 	7–9 <ul style="list-style-type: none"> References will be made to the: <ul style="list-style-type: none"> case study individual/independent research wider business market and competitors which are relevant to the context. An interpretation of the reliability and validity of the research is present and demonstrates a good understanding of the concepts and their relevance in this context. Detailed analytical approach leads to relevant and balanced conclusions. 	10–12 <ul style="list-style-type: none"> Sustained references will be made to the: <ul style="list-style-type: none"> case study individual/independent research wider business market and competitors which are entirely relevant to the context. An interpretation of the reliability and validity of the research is present, and demonstrates a thorough understanding of the concepts and their relevance in this context. Detailed analytical approach leads to entirely relevant and balanced conclusions.

Indicative Content

Learners research can take a number of forms but might include:

- Quantitative data relating to the market for tabletop games
e.g. the number of firms in the market, the value of sales in a given period of time, the number of games launched in a given period of time, the relative market share of different firms, the number of consumers, data related to competition from computer games/ online games.
Prices of games in primary markets, price of games in secondary markets might also be relevant – e.g. as a source of competition and also as a factor motivating purchase (some games appreciate considerably in price)

- Qualitative data relating to the market for Tabletop Games
The names of local/ national retailers selling these products – e.g. a wide range of these games are on Amazon, Tesco sell a small range (e.g. exploding kittens), many independent retailers cover this market.

Details of major competitors e.g. Games Workshop which both manufactures and retails a range of tabletop games

Details of customer perceptions of games/gaming – e.g. rise in popularity of Dungeons and Dragons based on the popularity of the television programme Stranger Things, mainstream popularity of some forms of gaming – e.g. specialised versions of Monopoly, rise in popularity of gaming as a social activity -e.g. gaming cafes, role of the internet in shaping perceptions, building networks of players – e.g. social media groups for players of games.

Increase in the number of schools running gaming clubs as part of enrichment programmes.

- Market data relating to products in direct and/or indirect competition with tabletop gaming
e.g. mobile phone apps, console/computer games, other leisure activities.

- Greater alignment between tabletop games and digital games e.g. being able to scan codes to access additional content
- Data relating to the general economic context of the case study business e.g. changes in disposable income, costs of substitutes, performance of international markets
-

- News/ current events relating to tabletop gaming, e.g.:
 - The growing popularity of gaming: https://www.daily-journal.com/life/tabletop-gaming-is-thriving/article_ccaca680-ffa7-11e8-af7f-0f4cc4ee8158.html
 - Gaming and snacking: <https://www.clickorlando.com/tech/the-4-best-snacks-for-tabletop-gaming>
 - Reviews of new games, eg.: <https://lrmonline.com/news/tabletop-game-review-between-two-castles-of-mad-king-ludwig/>
 - Use of games in educational projects, eg.: <http://www.rsc.org/news-events/community/2018/dec/tabletop-chemistry/>
 - Launches of games that licence popular IP, e.g.: <https://techraptor.net/content/on-the-tabletop-harry-potter-miniatures-adventure-game>
 - Popularity of specific products/retailers, e.g.: <https://www.economist.com/britain/2018/10/04/britons-are-increasingly-turning-to-tabletop-games-for-entertainment>
 - Reports on gaming conventions e.g. : <https://www.eurogamer.net/articles/2018-12-05-the-five-best-tabletop-games-i-played-at-pax-unplugged>
 - Linking the trend in popularity of games to other related trends: <https://www.theguardian.com/lifeandstyle/2018/may/12/millennials-drive-board-games-revival>
 - Promotional activity related to products, eg.: <https://techraptor.net/content/board-game-deals-black-friday-2018>
 - Crowdfunding activity relating to tabletop games, e.g.: <https://www.vrfocus.com/2018/08/spatials-holographic-tabletop-gaming-kickstarter-goes-live/>
 - Positive Social effects of gaming: <https://www.bbc.co.uk/news/uk-england-cornwall-46029562>
 -

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Justification	0	1–3	4–6	7–8	9–10
	No rewardable material.	<ul style="list-style-type: none"> Any evaluation will be limited to unsupported statements and opinions. Analytical tools are referenced but not utilised. Consideration of 'appropriateness' of the justification will be limited. 	<ul style="list-style-type: none"> An evaluation will be presented, following evidence of analytical tools being used. Consideration of 'appropriateness' of the justification will also be attempted. 	<ul style="list-style-type: none"> A variety of analytical tools may be used leading to a coherent justified evaluation. Appropriateness rationale has a logical structure and applies a variety of relevant marketing principles and/or concepts. Uses relevant marketing terminology. 	<ul style="list-style-type: none"> Different analytical tools are used leading to a coherent justified evaluation. Appropriateness will be fully addressed in the context of the additional scenario presented. Full use of marketing principles and of marketing terminology.

Indicative Content

SWOT and PESTLE analysis might include some combination of:

- Costs associated with different marketing campaigns
 - o E.g. Games Workshop, Forbidden Planet, Gaming Conventions, Tabletop Gaming magazine
- Forms of media/ promotion used by
 - o Retailers selling tabletop games
 - o Manufacturers of tabletop games
 - o Games conventions
- Details of the demographic profile of game buyers/ players
 - o Ages
 - o Gender
 - o Income Bracket
 - o Nationality
- The tabletop games market in general
 - o Gaming a social activity – rise of gaming café's as a place to potentially influence consumers
 - o Pivotal role of conventions – as places to launch products, build brands and engage directly with consumers
- Social factors
 - o Increased social media use leading to the creation of networks of gamers – makes it easier to find fellow players and thus increases interest in the products
 - o Gaming as a group activity – games nights,
 - o Increased popularity of nerd culture and desire to engage in activities relating to this.
 - o Increasing popularity of television shows such as Big Bang Theory, Stranger Things, which have helped to popularise this type of gaming
 - o Get a lot more couples / young professionals playing games as an alternative to going out
 - o Cultural differences between consumers in different international markets
 - o Increasing awareness of the benefit of such social activity e.g by schools, by families, by youth groups

- Economic factors
 - Weak economic growth
 - Level of disposable income – these games tend to be popular with affluent users
 - Fluctuation of exchange rates may affect international sales
 - Video games tax relief – subsidises the production of competitor products

- Technological factors
 - o Internet/online as a distribution channel
 - o Role of crowdfunding in the NPD process for these products
 - o Technology such as 3d Printing allowing production of gaming accessories to be more flexible
- Political factors
 - o Increase in pressure for young people to spend more time outdoors
- Legal factors
 - o Intellectual property legislation – important for protecting unique characters and concepts and thus maintaining USP / differentiation
 - o Many games have age advisory but no legal restrictions

Justification will:

- Explicitly relate to the research gathered
- Explicitly relate to the case study and will show an understanding of the needs of customers/ consumers in the tabletop gaming market.

Assessment focus	Indicative content				
The marketing mix to include:	Band 0	Band 1	Band 2	Band 3	Band 4
	0	1–6	7–11	12–16	17–20
Message Mix Media	No rewardable material.	<ul style="list-style-type: none"> An outline marketing mix will be presented which is generic and/or unrealistic in the context of the scenario. A marketing message may be included but references to an appropriate marketing mix (from above) will be weak. Coverage of media will be limited to generic ideas. Any justifications are limited and the marketing mix is not considered. 	<ul style="list-style-type: none"> A marketing mix will be presented covering most aspects which may occasionally be generic and/or unrealistic in the context of the scenario. A marketing message will be included but references to an appropriate marketing mix (from above) may not be sustained. Coverage of media will have some relevance to the context. Imbalanced justifications are provided and may make reference to the marketing mix. 	<ul style="list-style-type: none"> The marketing mix presented covers most aspects in detail with illustration using 4Ps and applied in context. Reference to extended marketing mix where applicable. Most aspects of the marketing campaign will be covered in some detail, and in context with a clear marketing message. Coverage of media is comprehensive and evidences selectivity relevant to the context. Justifications are mostly balanced. 	<ul style="list-style-type: none"> The marketing mix presented covers all aspects in detail with illustration using 4Ps (where applicable) and applied in context. Reference to the extended marketing mix where applicable. All aspects of the marketing campaign will be covered in detail and in context with a clear and considered marketing message. Coverage of media is comprehensive and evidences selectivity relevant to the context. Justifications are fully balanced.

Indicative Content

Product – Details of the products/services offered to customers such as:

- Special/limited edition versions of games – e.g. with extra characters/missions
- Reissues of rare/classic games
- New releases
- Expansion packs – new missions/ characters to add to existing games to extend lifecycles
- Sales of complementary goods – e.g. carry cases for cards, gaming tables

Price – selection of an appropriate pricing strategy for different games:

- More niche/obscure products tend to have higher prices
- Competitive pricing for games aimed at a mass market – eg. Monopoly
- Promotional pricing e.g. at conventions
- Premium pricing – targeting the affluent customers in the target market
- Price skimming e.g. for new release games

Place – explanation of the distribution channels for games

- Sales through the current Amazon shop
- Sales via retailers
- Sales at conventions
- E-commerce / sales through own website
- Focus on the business as a firm targeting both B2B and B2C markets

Promotion – Selection of appropriate methods of promotion that are relevant to the context of selling tabletop games, particularly in the context of a modest marketing budget

- Advertising in specialist magazines – e.g. tabletop gaming
- Advertising at conventions/ setting up stands at conventions
- Leafleting/ putting up posters near stores selling these products
- Leaving promotional material in games café's/ shops

- Social media e.g. Facebook / Youtube / Twitch
- POP material for stores
- Sponsoring/running events at stores/ games café's / conventions
- Experiential marketing e.g. people in costumes acting out scenes from games

Discussion of the budget associated with each form of promotion, including recognition of the costs associated with social media.

Recognition that “word of mouth” is something that is built through the effective use of other marketing techniques and is not a promotional method in and of itself.

The extended marketing mix

People – Discussion of how Fantastical Gaming staff can engage with customers and consumers, such as:

- Using own staff or hiring specialist staff to man stalls at exhibitions such as Spiel e.g. putting them in costume
- Training staff with knowledge of how to play games/ how to teach others to play games
- Consideration of the different types of staff that might be needed in different roles – e.g. B2C roles such as manning stalls at gaming conventions vs B2B staff that might try to persuade retailers to stock the game

Physical Environment – would mainly apply to the setting up of a convention stand, but there is also a possibility of discussing how the business would want third party retailers to merchandise the games.

- POP materials and how they are used
- Areas within trade stands – e.g. tables set up to provide game demonstrations
- Use of appropriate decorations/ merchandising materials – e.g. to fit in with Sci-Fi/ Fantasy themes

Process – Procedures associated with sale of tabletop games, such as:

- For selling direct to customers – e.g. Amazon shop / own website - processes for shipping and returns
- For selling direct to customers at conventions e.g. transaction processing, demonstrations, packaging products
- For selling to other businesses – for processing transactions, for delivering stock, for providing ongoing support, for dealing with complaints

NB- The process of manufacturing tabletop games is not relevant to this aspect of the work and credit should not be given to descriptions of it.

Marketing Message

An appropriate message that relates to the benefits of tabletop gaming/ a specific (hypothetical) game produced by Fantastical Gaming.

Students will emphasise that marketing communication activity is focussed in some way on a particular market segment that they are trying to target. Depending on specific customer needs identified by the learner, this might include:

- Value – games can often appreciate in value over time
- Social/ leisure aspects of gaming – playing with friends
- Aspects of specific games – eg. Escapism, exploring new worlds etc.

Marketing messages will be clearly articulated and will show some understanding of the type of product being sold.

Marketing messages will be referenced within other elements of the marketing mix

Media Selection

Selection of media will reflect the budget of £45,000. In order to qualify as realistic, the use of methods such as leaflets/poster must also include an appropriate allocation of funds for the production of the material as well as the cost of placing the adverts. Consideration should be given to the appropriateness of some methods of advertising – for example – is it realistic to use television or radio advertising to reach the target market for these products?

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Budget	0	1–2	3–4	5–6	7–8
	No rewardable material.	<ul style="list-style-type: none"> Budget restricted to generic detail, with limited relevance to marketing activity in context. 	<ul style="list-style-type: none"> Budget shows a basic understanding of costs for aspects of the marketing activity in context. 	<ul style="list-style-type: none"> Budget used realistically demonstrating detailed understanding of costs of most aspects of the marketing activity in context. 	<ul style="list-style-type: none"> Budget used realistically with detailed understanding of the costs of all aspects of the marketing activity in context.

Indicative Content

Costs will be broken down in some way – e.g. on a weekly / monthly basis.

Specific sums of money will be allocated to individual promotional activities.

There will be some break down of the costs of the specific promotional activities – e.g.

- cost of using staff to make posts on social media / attend conventions / participate in experiential marketing
- costs associated with travelling to and from conventions
- costs associated with different forms of sponsorship
- costs of printing leaflets, posters etc,
- costs of producing video content
- running totals for different aspects of the budget
- costs of providing items to vloggers e.g for unboxing videos
- costs of sales promotions e.g. allocation of funds for discounts

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Timescale	0	1	2	3	4
	No rewardable material.	<ul style="list-style-type: none"> Timescale is unrealistic in the context of the plan. 	<ul style="list-style-type: none"> Timescale is generally realistic in the context of the plan. May contain occasional lapses. 	<ul style="list-style-type: none"> Timescale is realistic in the context of the plan. 	<ul style="list-style-type: none"> Timescale is thorough and entirely realistic in the context of the plan.

Indicative Content

- Promotional activity will be spread throughout the period.
- Learners might produce
 - o a “ganttt chart” style plan (e.g. a table where boxes have been shaded in)
 - o a calendar
 - o a list of dates and durations of activities
- there will be a precise start and end date for specific elements of the campaign
- campaigns may be built around the dates of conventions

Timescale relates directly to the proposed marketing plan

Assessment focus	Indicative content				
Presentation	Work might be presented either in electronic or written format.				
	Band 0	Band 1	Band 2	Band 3	Band 4
	0	1	2	3	4
	No rewardable material.	<ul style="list-style-type: none"> Plan lacks professional format which leads to lack of clarity. Contains many communication errors. Contains few references to appropriate marketing terminology. 	<ul style="list-style-type: none"> Plan shows a clear but basic professional format. Contains occasional communication errors. Contains references to appropriate marketing terminology. 	<ul style="list-style-type: none"> Plan format is clear and looks professional. Contains few communication errors. Contains sustained references to appropriate marketing terminology. 	<ul style="list-style-type: none"> Plan has a professional format. Contain no obtrusive communication errors. Appropriate marketing terminology is used throughout.

Marking Guidance

Evidence of a well written plan:

- Good use of language skills – e.g. vocabulary, SPAG generally correct, sentences are coherent/flow.
- Logical format – work is divided into sections with separate points in separate paragraphs or as separate bullet points, use of headings to divide up material, content is placed into a logical order
- Use of marketing terminology – Marketing terms – either from the unit content or the candidates wider knowledge – are utilised accurately and where relevant. This occurs throughout the activity 2 work.
- Communication errors are not considered to be intrusive where they are:
 - o Infrequent
 - o Do not distort meaning/ comprehensibility of the text

In general, learners should be capitalising names/start of sentences, using full stops/commas correctly, using an appropriate standard of formal written language bearing in mind that the work is being produced by a teenager between the ages of 16 and 18 whilst under exam conditions.