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, 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 1 work.

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Marketing aims and objectives	0 No rewardable material.	1–2 • Learners provide some marketing aims and objectives but there is little development/ explanation relevant to context.	3–4 • Learners provide relevant marketing aims and objectives, with development/ explanation relevant to context.	5–6 • Learners rationalise relevant marketing aims and objectives, with clear development/ analysis relevant to context.	7–8 • 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 relatively large business with no customer facing physical location
- A business which sells goods online
- A business which depends on income from sponsors
- A business which operates globally, from a base in the UK
- A rapidly growing market which is well established in some countries but not in others
- A highly competitive market
- A market that operates on a similar scale to other major sports
- Aims and objectives should relate to building brand awareness for the business. This could be accomplished in a number of ways but might include:
    o Increasing the number of events at which the team compete
    o Focusing on public relations activity related to performance in competitions
    o Drawing more followers to social media streams
    o Partnerships with major brands

- Objectives should be SMART and must be relevant the business and products/services that it offers
- A rationale should be provided for each objective, showing why it is relevant to/appropriate for this business and how it will support the achievement of the aim of expansion.

Possible objectives might include:

- Win x major/minor competitions in a given period of time
- Gain an additional x followers to social media platforms
- Have x number of people view a stream on a specific platform
- Sell a specific volume of merchandise each month.
- Gain sponsorship from x new firms

Aims and objectives should be accompanied by a rationale illustrating the appropriateness of the objectives to the context of a growing esports team. This might be based on:

- The use of industry data to show why a specific level of sales is achievable
- Statistics showing which demographic groups are most likely to view esports
- Links between the proposed objectives and the proposed marketing mix – e.g. if the business is planning to gain a specific number of viewers for a stream, this might be supported by a advertising campaign using pop up adverts in popular mobile games.

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** • Reference will be made to the: ○ 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** • Reference will be made to the: ○ 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** • References will be made to the: ○ 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** • Sustained references will be made to the: ○ 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 number of esports teams in the UK and globally
  e.g. the number of teams in the market
  the number of teams in a specific geographical area
  the number of teams focussing on specific games
- the number of people who have viewed esports broadcasts in the last year

- Qualitative data relating to the market for escape rooms
  The names of teams in the market and descriptions of the games that they play, the levels of success achieved by each in competitions, of their online presence and of the merchandise that they sell
  Perceptions of these teams – e.g. comments on streams, posts on forums
  Descriptions of the types of activities carried out by Esports teams

- Market data relating to products in direct/indirect competition with Esports e.g. traditional sports, film and television,

- News/current events relating to escape rooms, e.g:

  Team Fnatic gaining venture capital funding
  Floatation of David Beckham's Esports team
  Increasing coverage of Esports on traditional media channels
  Sponsorships of Esports teams by major consumer brands in order to gain attention from younger consumers
  Students graduating from the worlds first esports degrees
  Substantial growth in the market as a result of Covid restrictions
  The potential for match fixing and cheating in Esports.
  The debate around Esports being recognised as an olympic sport
  Investment by traditional sport teams in response to competition from esports

Information on marketing of Esports relative to traditional sports contained in [the guild Esports IPO prospectus](#)

- Data relating to the general economic context of the case study, e.g:
Impact of corona virus pandemic on incomes/disposable incomes/ business profits
Changes in consumer behaviour as a result of lockdowns and the cancellation of traditional sports events
General changes in the behaviour of younger consumers - e.g. the move away from traditional media channels and the popularity of different video streaming services

Growing unemployment levels and severe recession in the UK economy, different levels of employment and GDP performance in other countries where Esports are popular

Increased availability of high speed broadband connections

Growth of popularity of [gaming among women, across the UK and Europe](#)

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.	• 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.	• An evaluation will be presented, following evidence of analytical tools being used. • Consideration of 'appropriateness' of the justification will also be attempted.	• 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.	• 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

learners can use a range of analytical models. The most common models used are SWOT and PESTLE.

SWOT and PESTLE analysis might include some combination of:

- Costs associated with different marketing campaigns
    - E.g Fnatic, Guild Esports
- Forms of media typically used by Esports teams
- Methods of differentiating Esports teams e.g. choice of games played, branding
- The Esports market in general
    - growing numbers of teams
    - Increasingly large investments in the market
    - Stock market flotations of teams and VC funding
    - Growing global revenues from multiple sources - e.g. prizes, merchandise sales, sponsorship, advertising
- Social factors
    - Growing popularity of gaming.
    - Changes in the consumption of media content, especially among younger audiences
    - Increase in popularity of gaming among female consumers
    - Cultural differences between markets
    - Youth culture and crossovers between gaming and other cultures e.g. anime, cosplay
    - Changing perception of gaming as it becomes a recognised sport.
- Economic Factors
    - Growth of online streaming platforms
    - Growth of electronic entertainment - e.g. gaming relative to movies
    - Growing disposable incomes in many countries
    - Reductions in costs of games consoles, PC's, Broadband, mobile phones leading to increased ubiquity of technology needed for this type of entertainment
    - Sales of merchandise possibly viewed as luxury - impact of loss of jobs from Covid.
- Political factors
    - Concerns re: reductions in physical activity due to gaming, level of violence in gaming
    - Support for arts and entertainment industries through pandemic closures
    - Promotion of technology companies
    - Visas and travel restrictions imposed by countries (legal ?)

- Technological factors
    - Improvements in quality and availability of internet connections

    - Increasing availability and lower price of technologies used for participating in or watching gaming - e.g. smartphones, tablet computers, PC's

    - Increasing range of web based platforms for sharing video, increased availability and lower price of software for producing and editing streams

    - Growing range of social media marketing techniques and increased range of metrics for monitoring success of campaigns.

- Legal Factors
    - Intellectual property related to gaming, e.g. ability of streamers to broadcast, licencing of broadcasts of gaming events, need to buy licences for games played by teams

    - Need for visas and other proof of work documentation for competitions, for players signed from overseas

    - Age restrictions on certain games - could limit audiences for streams to only being accessible to people over a certain age

Justification will:

- Explicitly relate to the research gathered
- Explicitly relate to the analytical models used.
- Explicitly relate to the case study and show an understanding of the needs of customers/consumers in the Esports 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.	• 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.	• 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.	• 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.	• 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:

- Different types of team merchandise - e.g. hats, clothes, mugs?
- Business to business sales - advertising during streams, sponsorship of the team
- Corporate events/promotions

- Sale of services - e.g. coaching/training, in game analysis

- To some extent, the image of the team and players are likely to be a "product" and something that is promoted - image of the team as successful and behaving in a certain way is likely to lead to more sponsorship deals etc

Price – selection of an appropriate pricing strategy:

- Suggestion of relevant pricing strategies based on case study
    - o e.g. merchandise market is relatively competitive with many firms converging at a similar price point- suggesting competitive/market pricing might be appropriate
    - o Sponsorship deals more likely to be negotiated individually sponsors depending on level of sponsorship and status of brand - possible option for price disrimination

Place – explanation of the distribution channel selling;

- Merchandise sales are online, direct to customer

- Possibility of negotiating deals with retail companies for merchandise

Promotion – Selection of appropriate methods of promotion that are relevant to the context of an team which operated in both B2B and B2C markets.

- Given the context of the business, it is likely that some methods of promotion will not be appropriate - for example, adverts in local newspapers, leafleting and regional television would not be be appropriate in the context of a global brand building awareness. This will depend on the type of campaign proposed by learners - for example, a campaign aimed to gain the interest of children in schools may suit the use of leaflets and posters as part of a mailshot.
- 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.

Suitable methods of promotion may include:

For B2B customers

- personal selling
- Direct mail
- Appearances at events and conferences e.g. E3

For B2C customers and overall brand image

- promoted social media posts
- social media adverts
- In game advertising on mobile games
- Advertising on video streaming platforms

The extended marketing mix

People – Discussion of how staff will interact with customers:

- B2B customers such as potential sponsors are likely to be approached using methods such as personal selling. Appropriately trained and skilled staff are likely to be needed for this.
- Staff numbers are likely to be limited and highly specialised
- People would not cover the members of the team themselves
- The business may employ staff to man stands at events or trade shows such as E3.
- Staff would need to be appropriately trained and briefed on the objectives of the company, given appropriate direction - e.g. to target B2B or B2C customers depending on the type of event

Physical Environment – The business does not have permanent physical premises but may have temporary premises - e.g. at a trade show or event

- Decoration, in line with branding and company image
- Environment appropriate – e.g. with links to the games that the company competes on, highlighting successes such as competition wins

Process – Procedures associated with the satisfaction of both B2B and B2C customers:

- Dealing with merchandise sales - packaging, postage, returns, follow ups
- Maintaining records and databases of contact with B2B customers - e.g. intelligence on potential sponsors.
- Relationship management with current and former customers
- Need to follow rules/guidance such as GDPR

Marketing Message

An appropriate message that relates to an ESports team. This may vary according to the target market that the business will focus on – e.g. different messages for potential viewers and potential sponsors?

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

This should be linked to all elements of the marketing mix.

Media Selection

Normally linked to promotion. This will contain an indication of specific media channels that are suitable for the promotional activities planned e.g.:

-social media that is suitable to target customers – linkedin for corporate clients, Instagram/snapchat/tiktok for students

The key to media selection is selectivity – the learner should highlight channels that are appropriate in context.

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.	• Budget restricted to generic detail, with limited relevance to marketing activity in context.	• Budget shows a basic understanding of costs for aspects of the marketing activity in context.	• Budget used realistically demonstrating detailed understanding of costs of most aspects of the marketing activity in context.	• Budget used realistically with detailed understanding of the costs of all aspects of the marketing activity in context.

Indicative Content

The budget for this campaign is £250,000.

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

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

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

- cost of using staff to make posts on social media
- costs of making sales calls to potential sponsors.
- costs of producing video content

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Timescale	0	1	2	3	4
	No rewardable material.	• Timescale is unrealistic in the context of the plan.	• Timescale is generally realistic in the context of the plan. May contain occasional lapses.	• Timescale is realistic in the context of the plan.	• Timescale is thorough and entirely realistic in the context of the plan.

Indicative Content

- Promotional activity will be spread throughout the 12 month period.
- Learners might produce
  - a "gantt chart" style plan (e.g. a table where boxes have been shaded in)
  - a calendar
  - a list of dates and durations of activities
- there will be a precise start and end date for specific elements of the campaign

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.	• Plan lacks professional format which leads to lack of clarity. • Contains many communication errors. • Contains few references to appropriate marketing terminology.	• Plan shows a clear but basic professional format. • Contains occasional communication errors. • Contains references to appropriate marketing terminology.	• Plan format is clear and looks professional. • Contains few communication errors. • Contains sustained references to appropriate marketing terminology.	• 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 structure – 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:
  - Infrequent
  - 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.