**Unit 2: Exam Guidance**

**Part A of the Exam**

The day before Part B (the exam paper), you will be given Part A, which is a pack of research relating to a particular industry. You will have two hours to carefully review this pack of research, highlighting and annotating the information. It is recommended that you focus on;

* Key trends that are supported through quantitative and qualitative data
* Financial information in relation to the cost of different marketing methods (which are affordable and expensive?)
* Which information is important to the planning of the campaign? (e.g. market data)
* Which information can be linked to key models? (e.g. SWOT, PESTLE, The Marketing and Promotional Mix)

You are allowed to bring this annotated pack of research and two A4 sides of notes into the exam as you will use this to create your Rationale and Budgeted Marketing Plan.

**Part B of the Exam**

Part B is the exam question paper. You will have three hours to complete the evidence required.

**Structure**

It is advised that you structure your answer to the exam paper in the following way;

**Activity One**

1. A brief introduction that introduces what you are going to do in the examination.
2. Marketing Aims and Objectives.
3. Market Research
4. Market Size, Structure and Trends
5. Competitors
6. Situational Analysis (Porter’s Five Forces, PESTLE, SWOT)
7. Product Life Cycle

**Activity Two**

1. The Marketing Mix (Price, Product, Promotion, Place, People, Physical Environment, Process)
2. The Marketing Message
3. Selection of Media and Campaign Budget
4. Gantt Chart/Table

**Mark Scheme Breakdown (How you will be Assessed)**

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| **Activity One** | **Total Marks: 32** |
| **Assessment Focus 1: The Rationale** | The rationale is well written and has a logical structure. Applies a variety of relevant marketing principles and concepts. Uses relevant marketing terminology **(4 Marks)** |
| **Assessment Focus 2: Marketing Aims and Objectives** | There is comprehensive coverage of relevant rationalised marketing aims and objectives, with good development/ evaluation relevant to context. **(8 Marks)** |
| **Assessment Focus 3: Research and Analysis of Market Information** | Sustained references will be made to the: o case study individual/ independent consideration of the provided research 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. **(10 Marks)** |
| **Assessment Focus 4: Justification** | 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. **(10 Marks)** |
| **Activity 2** | **Total Marks: 36** |
| **Assessment Focus 5: The Marketing Mix** | The marketing mix presented, covers all aspects in detail with illustration using 4Ps 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.  Balanced for choices and in context **(20 Marks)** |
| **Assessment Focus 6: Budget** | Budget used realistically with detailed understanding of the costs of all aspects of the marketing activity in context. **(8 Marks)** |
| **Assessment Focus 7: Timescale** | Timescale is thorough and entirely realistic in the context of the plan. **(4 Marks)** |
| **Assessment Focus 8: Presentation** | Plan has a professional format.  Contains no communication errors.  Appropriate marketing terminology is used throughout. **(4 Marks)** |