**BTEC Level 3 – Unit 2 - Essential content**

The essential content is set out under content areas. Learners must cover all specified content

before the assessment.

**A Introduction to the principles and purposes of marketing that underpin the**

**creation of a rationale for a marketing campaign**

A1 The role of marketing

• Principles and purposes of marketing:

o anticipating demand

o recognising demand

o stimulating demand

o satisfying demand.

• Marketing aims and objectives:

o understanding customer wants and needs

o developing new products

o improving profitability

o increasing market share

o diversification

o increased brand awareness and loyalty.

• Types of market – mass and niche market.

• Market segmentation.

• Branding, brand personality, brand image, unique selling point (USP), implications of

business size for marketing activity, budgetary constraints, availability of specialist staff.

A2 Influences on marketing activity

• Internal influences:

o cost of the campaign

o availability of finance

o expertise of staff

o size and culture of the business.

• External influences:

o social

o technological

o economic

o environmental

o political

o legal

o ethical.

**B Using information to develop the rationale for a marketing campaign**

B1 Purpose of researching information to identify the needs and wants of customers

• To identify target markets.

• To identify size, structure and trends in the market.

• To identify competition.

B2 Market research methods and use

• Primary research, to include survey, interview, observation, trials, focus groups.

• Secondary research:

o internal – business data on customers and financial records to include loyalty cards

and sales records

o external – commercially published reports, government statistics, trade journals,

media sources.

• Importance of validity, reliability, appropriateness, currency, cost.

• Quantitative and qualitative data, when and where used.

• Sufficiency and focus of the research.

• Selection and extraction.

B3 Developing the rationale

• Interpretation, analysis and use of data and other information to make valid marketing

decisions.

• Identification of any further sources of information that may be required.

• Evaluation of the reliability and validity of the information obtained.

• Product life cycle.

**C Planning and developing a marketing campaign**

C1 Marketing campaign activity

• Selection of appropriate marketing aims and objectives to suit business goals.

• Situational analysis: SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE

(Political, Economical, Social, Technological, Legal, Environmental).

• Use of research data to determine target market.

• Use of research data to conduct competitor analysis.

C2 Marketing mix

• Product development: form and function, packaging, branding.

• Pricing strategies: penetration, skimming, competitor based, cost plus.

• Promotional advertising, public relations (PR). Sponsorship, use of social and other media,

guerrilla marketing, personal selling, product placement, digital marketing, corporate

image.

• Place, distribution channels: direct to end users (mail/online/auction), retailers,

wholesalers.

• Extended marketing mix: people, physical environment, process.

C3 The marketing campaign

• Content of the marketing message.

• Selection of an appropriate marketing mix.

• Selection of appropriate media.

• Allocation of the campaign budget.

• Timelines for the campaign, including monitoring.

• How the campaign is to be evaluated.

C4 Appropriateness of marketing campaign

• How far the marketing activity reinforces and supports brand value.

• The sustainability of marketing activities.

• Flexibility of the campaign to enable response to both internal and external changes.

• Relevance to organisational goals.

• Appropriateness to target market.

• Legal and ethical considerations.