

Higher National Unit Specification

General information for centres

Unit title: Marketing 1: Industry and Practice

Unit code: DH4A 34

Unit purpose: This Unit develops knowledge of the key concepts of marketing, and the skills of applying these to real world case studies. This unit may be used with a wide range of candidates to introduce them to the concepts of marketing.

On completion of the Unit the candidate should be able to:

1. Identify the significance of key marketing concepts in relation to an organisation.
2. Analyse the elements of the marketing mix within an organisation in relation to external market conditions.
3. Select marketing research methods for a given organisation.

Credit value: 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre, but it would be beneficial if the candidate had possession of at least one of the following:

- ◆ National Unit EE3T 12 Communication (NC)
- ◆ Higher English or its component Units
- ◆ Core Skill Numeracy at Intermediate 1
- ◆ Work experience in a media or advertising background

Core skills: There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

General information for centres (cont)

Assessment: Assessment for this Unit involves the use of case studies, real world or simulated, to encourage a transition from theory to application of concepts. Holistic assessment of outcomes should allow candidates to identify the significance of key concepts, analyse the marketing mix and strategy pursued by a company and then suggest what research the company might have carried out to increase its knowledge of the market in question. Integration of the assessment requirements within a single case study is practical if the case study is sufficiently detailed to cover all evidence needed. Both written and video-based case studies are appropriate, and materials should reflect the vocational area of the candidate group.

Higher National Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Evidence requirements for all outcomes are detailed under Outcome 3

Outcome 1

Identify the significance of key marketing concepts in relation to an organisation

Knowledge and/or skills

- ◆ The marketing concept
- ◆ The benefits of marketing to an organisation
- ◆ Stages of marketing development including production orientation, sales orientation and marketing orientation
- ◆ Marketing objectives for the organisation
- ◆ The links between marketing and other business functions
- ◆ External environmental factors which affect markets
- ◆ Market segmentation

Outcome 2

Analyse the elements of the marketing mix within an organisation in relation to external market conditions

Knowledge and/or skills

- ◆ The elements of the marketing mix – product, price, promotion and place
- ◆ Theory of the product, including Kotler's model, services as products, packaging, branding, product development
- ◆ Product life cycle
- ◆ Theory of price, including the message of pricing, strategic and tactical pricing
- ◆ Distribution as a component of marketing mix and distribution channels

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing 1: Industry and Practice

- ◆ The promotional mix, including direct and indirect forms of promotion, the elements of the mix
- ◆ Relationship of marketing mix to market conditions
- ◆ Application of theories to real world simulated examples

Outcome 3

Select marketing research methods for a given organisation

Knowledge and/or skills

- ◆ Definition and uses of primary data
- ◆ Definition and uses of secondary data
- ◆ Definition and uses of quantitative and qualitative data
- ◆ Range of research methods
- ◆ Types of research – market, sales, price, distribution, advertising, buyer behaviour
- ◆ Application of concepts to real world or simulated examples

Evidence requirements for the Unit

The candidate will need written and/or oral evidence for all aspects of knowledge and skills detailed in Outcomes 1, 2 and 3.

Assessment evidence will take the form of written and/or oral responses to a case study, which may be in the form of either written or video material or a combination of both. Responses, which should analyse accurately the elements of a company's marketing mix in relation to market conditions and company objectives, show the effectiveness of the marketing strategy commenting on any area of weakness and suggest research methods appropriate to the company's needs, should be at least 1000 words or a 10 minute oral presentation. The assessment will be undertaken in conditions where arrangements have been put in place to ensure the authenticity of the candidate's work.

Assessment guidelines for the Unit

The case study may be written or in the form of video material, but should contain sufficient detail to enable a clear analysis of the marketing mix components and the effectiveness of the marketing strategy. Ideally the chosen case study will present a company's marketing strategy and its chosen marketing mix, including a breakdown of product, price, promotion and place elements, against an outline of the market conditions in which the company is operating. Some of these elements may be implied rather than explicit: case study material should contain sufficient information about the market type and conditions within which the company operates for candidates to be able to suggest appropriate research sources and techniques which could be applied by the company.

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing 1: Industry and Practice

Holistic assessment of the outcomes is the preferred approach. Alternatively a separate case study may be used for Outcome 3 if there are difficulties in providing a single case study with sufficient depth to cover all outcomes. In this instance the second case study should give the background to a company and the market in which it operates, and indicate a marketing strategy which the company wishes to pursue – such as, for example, the launch of a new product. The candidate would then be required to suggest appropriate research techniques which the company may apply.

Administrative Information

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| Unit title: | Marketing 1: Industry and Practice |
| Superclass category: | BA |
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Higher National Unit specification: support notes

Unit title: Marketing 1: Industry and Practice

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

The knowledge content covered in the Unit is substantial, but it is difficult to separate out areas which are not necessary for even a basic understanding of the principles of marketing. The content covers a large number of concepts but it is not expected that they should be considered individually in depth, but rather as they fit into the body of ideas that forms marketing theory. All aspects of knowledge and skills must, however, be covered at some point, as they link to the key concepts. For example, it is difficult to deal with the marketing mix, and its adaptation to market conditions, without considering how market conditions may be analysed. PEST analysis has, therefore, been covered, but a SWOT analysis has not – largely because this involves a more complex level of analysis, better suited to a Unit at Level 8. It may nonetheless be appropriate to introduce the idea of the SWOT analysis without going into detail. Another example of such an area would be in the theory and analysis of product range and portfolios, in particular the concept of the Boston Box analysis. As a general guide concepts which may just be briefly introduced, are those which involve skills such as in-depth analysis or evaluation, which would be more appropriately covered in a specialist level 8 Unit.

Knowledge and skills

The key marketing concepts and their significance to an organisation are:

- ◆ marketing concept – an outline of the marketing concept centred on the philosophy of identifying and satisfying customer needs
- ◆ stages of marketing development – an outline of the three key stages in the development of marketing, production, sales and marketing orientation
- ◆ marketing objectives – an outline of the types of marketing objectives set by companies – market share objectives, customer-related objectives, financial objectives and personnel objectives
- ◆ marketing function – an outline of the place of the marketing function within a typical company structure and its relationship to other functions within the company
- ◆ external factors – an outline of the key external factors which affect markets, namely Political, Economic, Social, Technological and Environmental
- ◆ market segmentation – an outline of the concept of market segmentation and the advantage this offers for companies.

Higher National Unit specification: support notes (cont)

Unit title: Marketing 1: Industry and Practice

Guidance on the delivery and assessment of this Unit

As assessment focuses on the application of concepts to a case study example, responses should cover all of the knowledge elements as they apply to the case study material. This should be achieved if the candidate is encouraged to show a clear understanding of the role of each of the separate components of the marketing mix in a given marketing strategy, show how these elements relate to market conditions and company objectives and comment on any evident weaknesses in the chosen marketing mix in relation to market conditions

Candidates' answers should suggest a range of research methods appropriate to an organisation's needs in a given situation.

Recommendations made by the candidate could comprise:

- ◆ suggested secondary research sources
- ◆ suggested techniques to be used for gathering primary data
- ◆ suggested sources for primary data, such as buyers, industry leaders, retailers

In general, case study material should form a key part of the learning and assessment strategies for this Unit. Candidates should be encouraged to apply marketing theories to real world examples wherever possible, and the role of case studies is crucial in achieving this. Therefore wherever possible, both at formative and summative level these should be used – for the purpose of analysis, or simply as exemplar materials. Fictional examples which mirror real world situations are equally valid, and there are good materials available in this area. Both video and written case study material is suitable for use, and where possible case studies should relate to the vocational interests of the candidate groups.

Open learning

The Unit is suitable for Open Learning and delivery in flexible and non-traditional formats. It could be adapted to an online format, or to a self-study, distance-learning pack.

Special needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering special alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements* (SQA, 2001).

General information for candidates

Unit title: Marketing 1: Industry and Practice

Marketing is a subject which is closely tied to the history of the twentieth century. As you come to understand the concepts of marketing you will get a better idea of how the consumer society we live in has come to be shaped.

Although the ideas of marketing are theories, they are practical in their application, and so this Unit is not simply about ideas, it is about the real world. The Unit will consider topics such as how and why consumers are motivated. It will deal with the change and growth of industries, the ones that are declining and those which are becoming increasingly important, and it will deal with how our own lives are shaped by these forces. Unemployment, living standards, changing social patterns are all elements which will be considered in understanding the ideas of marketing.

Marketing is a subject that has many applications for further study. For candidates progressing to higher level studies there are many courses now which contain an element of marketing, and a basic understanding of its concepts are of assistance in studying these.

Before you are assessed you will have the opportunity to discuss and develop skills using real world case study material to illustrate the concepts.

Outcomes 1-3

You will be asked to present a written or oral report which analyses the elements of a company's marketing mix in relation to market conditions and company objectives, shows the effectiveness of the marketing strategy and suggests a range of research methods appropriate to the organisation's needs. Your report will be approximately 1000 words or an oral presentation of ten minutes. You will be asked to work from case study material, which may take the form of written material or a video, and you will have access to your notes.

On completion of the Unit you should be able to:

1. Identify the significance of key marketing concepts in relation to an organisation
2. Analyse the elements of the marketing mix within an organisation in relation to external market conditions
3. Select marketing research methods for a given organisation