

## Higher National Unit Specification

### General information for centres

**Unit title:** Marketing Skills for the Entrepreneur

**Unit code:** DK2L 33

**Unit purpose:** This Unit is designed to provide candidates with an understanding of the basic concepts of marketing and the importance of market research in order to identify/maintain the viability of a business venture.

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

1. Explain the important role marketing has to play in a new business venture with particular emphasis on an analysis of the marketing mix.
2. Identify types and uses of market research.

**Credit points and level:** 1 HN Credit at SCQF level 6: (8 SCQF credit points at SCQF level 6\*)

*\*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:** While entry is at the discretion of the centre, candidates will benefit from having attained a Marketing Unit at a lower level. Candidates should also have a business idea that they want to develop and an interest in starting up their own business.

**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:** It is recommended that this Unit should be taught and assessed within the subject area of the group award to which it contributes.

**Assessment:** As emphasis should be placed on experiential learning - on developing a feeling for the realities of business and self employment, a holistic approach to assessment should therefore be taken. The instrument of assessment should involve a 'real' business venture that the candidate is interested in establishing. The evidence should be either in written report form or an oral presentation.

## **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.

### **Outcome 1**

Explain the important role marketing has to play in a new business venture with particular emphasis on an analysis of the marketing mix

#### **Knowledge and/or skills**

- ◆ Understanding the benefits which can be derived by adopting a marketing approach for a new business venture
- ◆ Development of the marketing concept
- ◆ Marketing and customer satisfaction

The benefits of considering and analysing the:

- ◆ product or service (variety, quality, brand name, packaging)
- ◆ price (basic price, discounts, credit terms)
- ◆ place (distribution channels, sales force, coverage, transport)
- ◆ promotion (advertising, personal selling, sales promotion, publicity)

Should the new venture be in the service sector, candidates must also consider:

- ◆ people
- ◆ physical evidence
- ◆ processes

Candidates should also be able to:

- ◆ formulate a marketing plan for the proposed business
- ◆ apply the potential impact of the external environment through a PEST analysis.

#### **Evidence requirements**

Candidates will provide written and/or recorded oral evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ apply the concept of the marketing mix to their own business idea
- ◆ develop the marketing mix for a proposed business

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Marketing Skills for the Entrepreneur

### **Assessment guidelines**

The assessment of this outcome can be combined with outcome 2 as part of a single assessment instrument for the Unit.

The candidate should be asked to prepare a document of approximately 1,000 words, or alternatively, prepare a presentation which demonstrates that they applied a marketing approach to their proposed business venture, and can justify the mix selected based on sound market research. Evidence of research carried out/analysed should be retained as evidence.

### **Outcome 2**

Identify types and uses market research

#### **Knowledge and/or skills**

- ◆ Emphasise the importance and uses of market research techniques in the context of the marketing mix
- ◆ How to gather and use primary research.
- ◆ Identify relevant secondary research sources
- ◆ Be aware of the advantages and disadvantages of both primary and secondary market research
- ◆ Limitations on time, cost, accuracy
- ◆ Design a questionnaire based on specific research objectives
- ◆ Demonstrate understanding of quantitative research and qualitative research

#### **Evidence requirements**

Candidates will provide written and/or recorded oral evidence to demonstrate their skills and/or knowledge by showing that they can:

- ◆ demonstrate the viability of their business idea by appropriate market research; optimise their business opportunities
- ◆ identify new areas for expansion by using the results of appropriate market research

### **Assessment guidelines**

The assessment for Outcome 2 could be combined with Outcome 1 as part of a single assessment for the Unit.

## **Administrative Information**

<b>Unit code:</b>	DK2L 33
<b>Unit title:</b>	Marketing Skills for the Entrepreneur
<b>Superclass category:</b>	AE
<b>Date of publication:</b>	August 2004
<b>Version:</b>	01
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Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

## **Higher National Unit specification: support notes**

### **Unit title:** Marketing Skills for the Entrepreneur

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 content and context of this Unit should encourage a more positive attitude towards learning and skills development as well as increasing the candidate's level of qualification and determination to succeed. The content of the Unit is left relatively open in order that the lecturer can meet the needs of the client group without the constraints of an over-prescribed specification.

It is anticipated that the candidate will undertake substantial research of other companies which are currently operating in his/her potential area of interest.

### **Guidance on the delivery and assessment of this Unit**

The focus of the learning/delivery of this Unit will be practical. Candidates should develop skills and acquire knowledge that is capable of application or directly underpins practical business activity. The style of learning should be highly engaging and participative.

The delivery of this Unit could be supported by the Get into ENTERPRISE pack, which has been developed by Careers Scotland (Careers Scotland is part of Scottish Enterprise and Highlands and Islands Enterprise). It would also be advantageous to have delivery of the Unit supported by guest speakers who can talk about their personal experience with regard to their marketing mix decisions and market research.

Candidates should be directed to many of the government agencies which currently provide support for the Entrepreneur e.g. [www.businesslink.org](http://www.businesslink.org), [www.sbs.gov.uk](http://www.sbs.gov.uk), [www.ukonlineforbusiness.gov.uk](http://www.ukonlineforbusiness.gov.uk), [www.bgateway.com](http://www.bgateway.com)

### **Open learning**

Open learning implies that, while candidates study out with the centres using materials provided, it would be necessary to attend the centre for assessment purposes, for further information of Open and Distance Learning, please refer to the SQA publication, Assessment and Quality Assurance for Open and Distance Learning (SQA 2000).

## **Higher National Unit specification: support notes (cont)**

**Unit title:** Marketing Skills for the Entrepreneur

### **Candidates with additional support needs**

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements for Candidates with Additional Support Needs* (BA 2399, SQA, due 2004).

## **General information for candidates**

### **Unit title:** Marketing Skills for the Entrepreneur

This Unit is designed to help you with the marketing of your business idea. To be successful, a business needs to market itself in the best way that it can. In order to do this, careful deliberation, planning and analysis must be undertaken. This Unit tells you about the marketing mix and how it can help you develop your product or service.

The Unit also covers the very important aspect of market research. If you don't carry out market research you may find yourself with a product or service that nobody will buy. The more research you carry out the more valuable information you will have to hand in order that you may make the right decisions for your business venture.

The Unit is designed to be candidate centred and the more effort you put into this Unit the more likely you are to achieve a potentially successful business.