



Higher National Unit specification: general information

This Graded Unit has been validated as part of the HND in Marketing. Centres are required to develop the assessment instrument in accordance with this validated specification. Centres wishing to use another type of Graded Unit or assessment instrument are required to submit proposals detailing the justification for change for validation.

Graded Unit title: Marketing: Graded Unit 2

Graded Unit code: FN3E 35

Type of Graded Unit: Project

Assessment Instrument: Practical Assignment

Publication date: June 2011

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This Graded Unit is designed to provide evidence that the candidate has achieved the following principal aims of the HND in Marketing:

- 1 to further develop candidates' contemporary vocational knowledge and skills in marketing achieved at the HNC level and specifically in marketing analysis and planning at an operational level
- 2 to prepare candidates for employment in marketing and business at the level of marketing assistant/trainee manager/executive or equivalent across the private and public sectors
- 3 preparing candidates for progression to 2nd or 3rd year entry to HE and advanced professional qualifications in either marketing or non-related qualifications

General information (cont)

Recommended prior knowledge and skills

It is recommended that the candidate should have completed or be in the process of completing the following Units relating to the above specific aims prior to undertaking this Graded Unit:

- ◆ Marketing Planning Process (DV8N 35)
- ◆ Integrated Marketing Communications (DV8J 35)
- ◆ Sales Planning (FK8G 35)
- ◆ Managing Marketing Resources (FK8K 35)
- ◆ Marketing: Brand Management (DV8M 35)
- ◆ Marketing Relationships (DV8P 35)

Credit points and level

2 Higher National Unit credits at SCQF level 8: (16 SCQF credit points at SCQF level 8*)

**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.*

Core Skills

There are opportunities to develop the Core Skills of *Information Communication Technology* at SCQF level 6 and *Communication* at SCQF level 6 and *Problem Solving* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Assessment

This Graded Unit will be assessed by the use of a practical assignment. The developed practical assignment should provide the candidate with the opportunity to produce evidence that demonstrates she/he has met the aims of the Graded Unit that it covers.

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates

Graded Unit title: Marketing: Graded Unit 2

Conditions of assessment

The candidate should be given a date for completion of the practical assignment. However, the instructions for the assessment task should be distributed to allow the candidate sufficient time to assimilate the details and carry out the assessment task. During the time between the distribution of the assessment task instructions and the completion date, assessors may answer questions, provide clarification, guidance and reasonable assistance. The assessment task should be marked as soon as possible after the completion date. The final grading given should reflect the quality of the candidate's evidence at the time of the completion date.

The evidence for the project is generated over time and involves three distinct stages, where each stage has to be achieved before the next is undertaken. Thus any reassessment of stages must be undertaken before proceeding to the next stage.

If a candidate fails the project overall or wishes to upgrade, then this must be done using a *substantially different* project, ie all stages are undertaken using a new project, assignment, case study, etc. In this case, a candidate's grade will be based on the achievement in the re-assessment, if this results in a higher grade.

Instructions for designing the assessment task

The assessment task is a project. The project undertaken by the candidate must be a complex task which involves:

- ◆ variables which are complex or unfamiliar
- ◆ relationships which need to be clarified
- ◆ a context which may be familiar or unfamiliar to the candidate

The assessment task must require the candidate to:

- ◆ analyse the task and decide on a course of action for undertaking the project
- ◆ plan and organise work and carry it through to completion
- ◆ reflect on what has been done and draw conclusions for the future
- ◆ produce evidence of meeting the aims which this Graded Unit has been designed to cover

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Project Brief: Practical Assignment

This assignment will be done on an individual basis and requires candidates to plan, implement and evaluate marketing activity. Candidates are to respond to case study materials which requires candidates to demonstrate their knowledge and understanding of marketing by carrying out a marketing audit and developing a one-year marketing plan at an operational level.

Stage 1 — Planning

In this initial stage, candidates are to identify the aims of a given case study; select and justify the relevant tasks and produce an action plan showing how they will manage and complete their analysis and produce the one-year marketing plan within a reasonable timescale.

Stage 2 — Developing

Candidates are to produce a one-year marketing plan which will cover:

- (a) an analysis of the case study — including a marketing audit; business portfolio analysis; a SWOT analysis and identification of key action areas
- (b) a marketing programme — including marketing objectives; identification of an appropriate marketing strategy; identification and justification of target market(s); forecasts of sales; an action plan (or programmes) for the next 12 months; identification of resource and management issues impacting on implementation of the action plan; and identification of appropriate methods of monitoring the effectiveness of the action plan

Stage 3 — Evaluating

In this final stage, candidates are to review their assignment by considering the Planning and Developing stages of the project, including areas modified. They will appraise their project in terms of strengths and weaknesses and also identify knowledge and skills which have been gained or developed throughout the Graded Unit.

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Graded Unit title: Marketing: Graded Unit 2

Guidance on grading candidates

Candidates who meet the minimum Evidence Requirements will have their achievement graded as C — competent, or A — highly competent or B somewhere between A and C. The grade related criteria to be used to judge candidate performance for this Graded Unit is specified in the following table.

Grade A	Grade C
<p>Is a seamless, coherent piece of work which:</p> <ul style="list-style-type: none"> ◆ includes comprehensive evidence for the three essential phases of the project; is produced to a high standard; and is very clearly inter-related ◆ uses a highly focussed, planned and systematic approach with regards to the analysis of the case materials ◆ demonstrates an accurate and perceptive analysis of the case materials ◆ selects, justifies and uses a wide range of appropriate marketing techniques in the production of a marketing plan ◆ effectively consolidates and integrates required knowledge and skills ◆ is clear and well structured throughout and language used is of a high standard in terms of level, accuracy and technical content 	<p>Is a co-ordinated piece of work which:</p> <ul style="list-style-type: none"> ◆ has sufficient evidence of the three essential phases of the project and is produced to an adequate standard ◆ uses an adequately planned approach to the analysis of the case materials ◆ demonstrates an acceptable analysis of the case materials ◆ selects, justifies and uses an acceptable range of appropriate marketing techniques in the production of a marketing plan ◆ consolidates and integrates knowledge and skills - however this may lack some continuity and consistency ◆ is satisfactorily structured and language used is adequate in terms of level, accuracy and technical content

The project will be marked out of 100. Assessors will mark each stage of the project, taking into account the criteria outlined. The marks will then be aggregated to arrive at an overall mark for the project. Assessors will then assign an overall grade to the candidate for this Graded Unit based on the following grade boundaries.

- A = 70%–100%
- B = 60%–69%
- C = 50%–59%

NOTE: The candidate must achieve all of the minimum evidence specified below for each stage of the project in order to achieve the Graded Unit.

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Graded Unit title: Marketing: Graded Unit 2

Evidence Requirements

The project consists of three stages: planning; developing; and evaluating. The following table specifies the minimum evidence required to pass each stage.

NOTE: The candidate must achieve **all of the minimum evidence** specified below for each stage of the project in order to pass the Graded Unit.

Project Stage	Minimum Evidence Requirements
Stage 1 — Planning 15% of total marks	<p>An action plan which includes:</p> <ul style="list-style-type: none">◆ identification of the aims of the case study◆ selection and justification of the tasks required to undertake the case study◆ a plan for managing and completing the analysis and the marketing plan within a realistic timescale <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Planning stage. This can be done by presenting evidence covering all three aspects of the Planning stage and achieving at least 50% of the marks for this stage.</i></p>

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Graded Unit title: Marketing: Graded Unit 2

Project Stage	Minimum Evidence Requirements
Stage 2 — Developing 65% of total marks	<p>Produce a one-year marketing plan which includes:</p> <p>(a) An analysis of the case study scenario which must over</p> <ul style="list-style-type: none"> ◆ marketing audit ◆ business portfolio analysis ◆ SWOT analysis ◆ identification of key action areas <p>(b) A marketing programme at operational level which must cover:</p> <ul style="list-style-type: none"> ◆ marketing objectives ◆ identification of an appropriate a marketing strategy ◆ identification and justification of target market(s) ◆ forecasts of sales ◆ an action plan or programmes for the next 12 months ◆ identification of resource and management issues impacting on implementation of the plan ◆ identification of appropriate methods of monitoring the effectiveness of the plan <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Developing stage. This can be done by presenting evidence covering all aspects of the Developing stage and achieving at least 50% of the marks for this stage</i></p>

Project stage	Minimum Evidence Requirements
Stage 3 — Evaluating 20% of total marks	<p>An evaluation report which includes:</p> <ul style="list-style-type: none"> ◆ an overview of the planning and developing stages of the project, including any areas which may have been modified during the course of the assignment ◆ appraisal of candidate's project in terms of strengths and weaknesses ◆ identification of knowledge and skills which have been gained or developed <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Evaluating stage. This can be done by presenting evidence covering all three aspects of the Evaluating stage and achieving at least 50% of the marks for this stage</i></p>

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Graded Unit title: Marketing: Graded Unit 2

Support notes

Stage 1 — Planning

This stage is worth 15 marks. The candidate must achieve all of the minimum evidence specified to pass the planning stage. The planning stage will be assessed by submission of an action plan. The tutor's role is as a facilitator and so to gain high marks the candidate must demonstrate a high degree of autonomy in planning activities.

For the Planning stage, the marks should be allocated in the following way:

Up to 3 marks for identifying the aims of the case study

Up to 4 marks for the selection and justification of the tasks required to undertake the case study

Up to 8 marks for an action plan for managing and completing both the analysis and the marketing plan within a realistic timescale

Stage 2 — Developing

This stage is worth 65 marks. The candidate must achieve all of the minimum evidence specified to pass the developing stage. Assessment is based on the production of a one-year marketing plan.

For the Developing stage, marks should be allocated in the following way:

(a) **Up to 25 marks** for the analysis of the case study scenario, which are allocated as follows:

Up to 10 marks for the marketing audit

Up to 5 marks for the business portfolio analysis

Up to 5 marks for the SWOT analysis

Up to 5 marks for the identification of key action areas

(b) **Up to 40 marks** for the production of a marketing programme at an operational level, which are allocated as follows:

Up to 3 marks marketing objectives

Up to 4 marks for identification of an appropriate a marketing strategy

Up to 5 marks for identification and justification of target market(s)

Up to 4 marks for forecasts of sales

Up to 15 marks for an action plan or programmes for the next 12 months

Up to 5 marks for identification of resource and management issues impacting on implementation of the plan

Up to 4 marks identification of appropriate methods of monitoring the effectiveness of the plan

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Graded Unit title: Marketing: Graded Unit 2

Stage 3 — Evaluating

This stage is worth 20 marks. The candidate must achieve the minimum criteria specified to pass the Evaluating stage. This stage is assessed by the production of an evaluation report. The tutor's role is as a facilitator and so candidates should demonstrate a high degree of autonomy in evaluating activities.

For the Evaluating stage, the marks should be allocated in the following way:

Up to 9 marks for an overview of the planning and development stages of the project, including any areas which may have been modified during the course of the assignment

Up to 6 marks for an appraisal of candidate's project in terms of strengths and weaknesses

Up to 5 marks for the identification of knowledge and skills which have been gained or developed

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

History of changes to Unit

Version	Description of change	Date

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General information for candidates

Graded Unit title: Marketing: Graded Unit 2

This Graded Unit integrates the main knowledge and skills gained in the Units within the HND in Marketing. It is therefore expected that you will have either completed or are in the process of completing the mandatory Units of your HND in Marketing.

This Graded Unit is based on a project and the assessment is a practical assignment which relates to planning, developing and evaluating a response to case study materials. You will work on an individual basis and you are required to demonstrate your knowledge and understanding of marketing by carrying out a marketing audit and produce a one-year marketing plan at an operational level.

There are three stages to this Graded Unit and the main activities in each stage are:

Stage 1 — Planning

In this initial stage, you will identify the aims of the given case study; select and justify the relevant tasks and produce an action plan showing how you will manage and complete your analysis and produce the one-year marketing plan within a reasonable timescale.

Stage 2 — Developing

You are to produce a one-year marketing plan which will be in two main parts.

- (a) Firstly, your analysis of the case study which is to include a marketing audit; business portfolio analysis; a SWOT analysis and identification of key action areas.
- (b) Secondly, a marketing programme which is to include marketing objectives; identification of an appropriate marketing strategy; identification and justification of target market(s); forecasts of sales; an action plan (or programmes) for the next 12 months; identification of resource and management issues impacting on implementation of your action plan; and identification of appropriate methods of monitoring the effectiveness of your action plan.

Stage 3 — Evaluating

In this final stage, you will review your assignment by considering the Planning and Developing stages of the project, including areas modified. You will appraise your project in terms of strengths and weaknesses and also identify knowledge and skills which have been gained or developed throughout the Graded Unit.

Your project will be marked out of 100 and **you must pass each stage before moving onto the next stage**. Each stage has the following marks:

Planning	15 marks
Developing	65 marks
Evaluation	20 marks

General information for candidates (cont)

Graded Unit title: Marketing: Graded Unit 2

You will be assigned an overall grade which will be based on the following boundaries:

Grade A = 70%–100%

Grade B = 60%–69%

Grade C = 50%–59%