



## Higher National Unit specification: general information

This Graded Unit has been validated as part of the HNC 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 1

**Graded Unit code:** FN3F 34

**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 HNC in Marketing:

- 1 to develop the candidate's knowledge and skills in marketing theory and buyer behaviour, as well as in the main operational areas such as marketing research; selling and promotion
- 2 to prepare candidates for employment in marketing and business roles at an introductory/junior level
- 3 preparing candidates for progression to further studies in marketing at HND level or to 1<sup>st</sup> or 2<sup>nd</sup> year entry to HE or 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 Research Theory (FM8M 34)
- ◆ Principles of Marketing (DG8T 34)
- ◆ Principles of Promotion (DG8V 34)
- ◆ Consumer Behaviour and the Marketing Process (DG6L 34)
- ◆ Digital Marketing Communications: An Introduction (FK93 34)

### Credit points and level

1 Higher National Unit 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.*

### Core Skills

There are opportunities to develop the Core Skills of *Working with Others* at SCQF level 6; *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 1

## 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)**

**Graded Unit title:** Marketing: Graded Unit 1

## **Project Brief: Practical Assignment**

This assignment relates to planning, developing and evaluating a response to a marketing brief by carrying out a number of basic marketing related tasks which are necessary to produce an outline marketing plan or to evaluate simple marketing mix decisions for an organisation.

### **Stage 1 — Planning**

In this stage candidates will cover the interdependence of marketing activities; identification of the main issues when marketing an organisation; the key marketing information required for a marketing plan; and then produce a report or plan on these activities plus timescales for the assignment.

### **Stage 2 — Developing**

In this Developing stage, candidates will identify appropriate research methods for the collection of market research information; undertake a market research investigation; analyse their research data; review micro and macro influences; look at methods of market segmentation and target markets; and produce an outline marketing plan or marketing mix decisions for an organisation.

### **Stage 3 — Evaluating**

In this final stage, candidates will review their assignment by considering the Planning and Developing stages of the project, including areas modified. In addition, candidates 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 1

### 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"> <li>◆ contains sufficient evidence for the three essential stages of the practical assignment and is produced to a high standard and is clearly inter-related</li> <li>◆ includes proposals for marketing decisions which is well planned in terms of content and structure</li> <li>◆ involves actual research which is comprehensive, accurate and reliable</li> <li>◆ includes good quality of data analysis with clear conclusions</li> <li>◆ shows proposals for marketing decisions which are clearly justified by the analysis</li> <li>◆ contains effective consolidation and integration of the required knowledge, understanding and skills from the course Units</li> </ul>	<p>Is a co-ordinated piece of work which:</p> <ul style="list-style-type: none"> <li>◆ contains sufficient evidence of the three essential stages of the practical assignment and is produced to an adequate standard</li> <li>◆ includes proposals for marketing decisions which is adequate in terms of content and structure</li> <li>◆ involves actual research which is carried out in a satisfactory manner</li> <li>◆ includes a limited level of data analysis which provides satisfactory conclusions</li> <li>◆ shows proposals for marketing decisions which are in the main supported by the analysis</li> </ul>

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 1

### 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  20% of total marks	<p>Produce a plan or report which includes:</p> <ol style="list-style-type: none"><li>1 a discussion that illustrates the interdependence of key marketing activities in the development of marketing programmes</li><li>2 identification of the main issues relating to the marketing of an organisation</li><li>3 identification of key marketing information required to develop a marketing plan for the organisation</li><li>4 a timescale for carrying out all the required the activities in this assignment</li></ol> <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 four aspects of the Planning stage and achieving a mark of at least 10/20.</i></p>

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

### Graded Unit title: Marketing: Graded Unit 1

Project Stage	Minimum Evidence Requirements
Stage 2 — Developing  60% of total marks	<p>Assessment is based on a report of the activity. The report must include evidence of:</p> <ol style="list-style-type: none"> <li>1 identification of appropriate research methods for the collection of market research information</li> <li>2 a market research investigation which collects secondary data, as identified in your proposed research methods. The research data must be presented in a summary form with all data sources referenced.</li> <li>3 analysis of research data</li> <li>4 review of micro and macro influences</li> <li>5 methods of market segmentation and selection of target market(s)</li> <li>6 production of an outline marketing plan or suggest possible marketing mix decisions for the organisation</li> </ol> <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 six aspects of the Developing stage and achieving a mark of at least 30/60.</i></p>

Project stage	Minimum Evidence Requirements
Stage 3 — Evaluating  20% of total marks	<p>Produce an evaluation of the activity which includes:</p> <ol style="list-style-type: none"> <li>1 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</li> <li>2 appraisal of candidate's project in terms of strengths and weaknesses</li> <li>3 identification of knowledge and skills which have been gained or developed</li> </ol> <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 a mark of at least 10/20</i></p>

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

**Graded Unit title:** Marketing: Graded Unit 1

### Support notes

#### Stage 1 — Planning:

**This stage is worth 20 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 the plan or report. 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 8 marks** for discussion that clearly illustrates the interdependence of key marketing activities in the development of marketing programmes.

**Up to 5 marks** for identification of the main issues relating to the marketing of an organisation.

**Up to 5 marks** for identification of key marketing information required to develop a marketing plan for the organisation.

**Up to 2 marks** for a clear timescale for carrying out all the required the activities in this assignment.

#### Stage 2 — Developing

**This stage is worth 60 marks.** The candidate must achieve all of the minimum evidence specified to pass the developing stage. Assessment is based on a report of the activity.

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

**Up to 10 marks** for identification of appropriate research methods for the collection of market research information.

**Up to 10 marks** for market research investigation which collects secondary data, as identified in the proposed research methods. The research data must be presented in a summary form with all data sources appropriately referenced.

**Up to 8 marks** for analysis of research data.

**Up to 10 marks** for the review of micro and macro influences.

**Up to 10 marks** for methods of market segmentation and selection of target market(s).

**Up to 12 marks** for the production of an outline marketing plan or suggest possible marketing mix decisions for the organisation.

Where the candidate produces the report in writing, it is recommended that this should be around 2,000 words or equivalent.



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

**Graded Unit title:** Marketing: Graded Unit 1

### 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. 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 10 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 8 marks** for an appraisal of candidate's project in terms of strengths and weaknesses.

**Up to 2 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](http://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 1

This Graded Unit integrates the main knowledge and skills gained in the Units within the HNC in Marketing. It is therefore expected that you will have either completed or are in the process of completing the mandatory Units of your HNC 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 a marketing brief, where you are to produce marketing proposals for an organisation. There are three stages to this Graded Unit and the main activities in each stage are:

#### Stage 1 — Planning

You will cover the interdependence of marketing activities; main issues when marketing an organisation; key marketing information for a marketing plan; and then produce a report or plan on these activities plus timescales for the assignment.

#### Stage 2 — Developing

In this Developing stage, you will identify appropriate research methods for the collection of market research information; undertake a market research investigation; analyse your research data; review micro and macro influences; look at methods of market segmentation and target markets; and produce an outline marketing plan or marketing mix decisions for an organisation.

#### 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 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 20 marks  
Developing 60 marks  
Evaluation 20 marks

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%