

-SQA- SCOTTISH QUALIFICATIONS AUTHORITY

HIGHER NATIONAL UNIT SPECIFICATION

GENERAL INFORMATION

-Unit Number- **6560355**
-Superclass- **BA**
-Title- **MARKETING ANALYSIS AND PLANNING**

-DESCRIPTION-

GENERAL COMPETENCE FOR UNIT: Analysing and interpreting market conditions and developing a viable marketing plan at the product level.

OUTCOMES

1. analyse the market conditions facing an organisation;
2. develop a marketing plan for an organisation.

CREDIT VALUE: 3 HN Credits

ACCESS STATEMENT: Access to this unit is at the discretion of the centre. However it would be beneficial if the candidate had achieved Higher National Unit 6560345, Fundamentals of Marketing or equivalent.

For further information contact: Committee and Administration Unit, SQA, Hanover House, 24 Douglas Street, Glasgow G2 7NQ.

Additional copies of this unit may be purchased from SQA (Sales and Despatch section). At the time of publication, the cost is £1.50 (minimum order £5).

HIGHER NATIONAL UNIT SPECIFICATION**STATEMENT OF STANDARDS****UNIT NUMBER:** 6560355**UNIT TITLE:** MARKETING ANALYSIS AND PLANNING

Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME

1. ANALYSE THE MARKET CONDITIONS FACING AN ORGANISATION

PERFORMANCE CRITERIA

- (a) The SWOT Analysis for the selected organisation is completed correctly.
- (b) The assessment of current marketing plans is correctly related to market conditions.
- (c) The appraisal of market performance is comprehensive and related to market potential.
- (d) The specific micro environmental and macro environmental factors as related to the organisation are clearly and correctly identified.
- (e) The developments and trends in the market affecting the organisation's future planning are identified correctly.

RANGE STATEMENT

The range statement for this outcome is fully expressed within the performance criteria.

EVIDENCE REQUIREMENTS

Written/recorded evidence which indicates that the candidate can fulfil all of the performance criteria for each of the categories indicated in the range statement.

OUTCOME**2. DEVELOP A MARKETING PLAN FOR AN ORGANISATION****PERFORMANCE CRITERIA**

- (a) Marketing objectives for all aspects of the marketing programme are definitive and correctly set.
- (b) Forecasts and corresponding budgets consistent with objectives are correctly set.
- (c) Preparation of the strategy, programmes and tactics to accomplish objectives are appropriate and consistent with the budget.
- (d) The presentation of the marketing plan at the operational level is effective.

RANGE STATEMENT

The range statement for this outcome is fully expressed within the performance criteria.

EVIDENCE REQUIREMENTS

Written/recorded evidence which indicates that the candidate can fulfil all of the performance criteria for each of the categories indicated in the range statement. This will take the form of a formal report of between 3500 and 5000 words including appropriate tables and charts.

MERIT A candidate who achieves all performance criteria for all outcomes will be awarded a pass.

A pass with merit may be awarded to a candidate who consistently demonstrates some or all of the following:

- (a) superior skills of analysis exhibited by integrating material across the unit;
- (b) demonstration of superior initiative through the use of original ideas;
- (c) thorough research of alternative approaches for various stages of the project.

ASSESSMENT

In order to achieve this unit, candidates are required to present sufficient evidence that they have met all the performance criteria for each outcome within the range specified. Details of these requirements are given for each outcome. The assessment instruments used should follow the general guidance offered by the SQA assessment model and an integrative approach to assessment is encouraged. (See references at the end of support notes.)

Accurate records should be made of the assessment instruments used showing how evidence is generated for each outcome and giving marking schemes and/or checklists, etc. Records of candidates' achievements should also be kept. These records will be required for external verification.

SPECIAL NEEDS

Proposals to modify outcomes, range statements or agreed assessment arrangements should be discussed in the first place with the external verifier.

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HIGHER NATIONAL UNIT SPECIFICATION**SUPPORT NOTES**

UNIT NUMBER: 6560355

UNIT TITLE: MARKETING ANALYSIS AND PLANNING

SUPPORT NOTES: This part of the unit specification is offered as guidance. None of the sections of the support notes is mandatory.

NOTIONAL DESIGN LENGTH: SQA allocates a notional design length to a unit on the basis of the time estimated for achievement of the stated standards by a candidate whose starting point is as described in the access statement. The notional design length for this unit is 120 hours. The use of notional design length for programme design and timetabling is advisory only.

PURPOSE This unit will help the candidate to develop skills in analysing and interpreting market conditions, and developing a viable marketing plan at the product level.

CONTENT/CONTEXT This unit should be a vehicle for the integration of knowledge gained in other units covering economics, promotion, finance, market research, buyer behaviour.

Outcome 1: The analysis should focus on key factors covered in the audit. It should list internal differential strengths and weaknesses vis-à-vis competitors and key external opportunities and threats. The SWOT should be completed for a particular segment or product considered to be crucial to that firm's future. The appraisal of market performance could utilise quantitative information available in company accounts or published reports.

PC(e) The intention should be to identify the direction, the organisation should move in as a result of the SWOT analysis in PC (a).

Outcome 2: The marketing plan should be completed for a particular segment or product, the emphasis should be on a one-year marketing plan at the operational level. Cognizance can be given to the existence of a strategic marketing plan. The emphasis should be to ensure key issues are systematically covered. There should be detailed strategy and action statements which include budgets and targets which reflect the marketing objectives. The marketing plan should be completed for a particular segment or product.

ASSESSMENT PROCEDURES

An internal staged assessment, leading to the presentation of a formal report is recommended in order to monitor and guide the candidate. It is therefore recommended that sufficient staff support for this unit is made available.

RECOGNITION This unit contributes towards the HND in Marketing

Candidates who achieve the HND in Marketing will be eligible for entry to the Chartered Institute of Marketing's Diploma Stage.

REFERENCES

1. Guide to unit writing.
2. For a fuller discussion on assessment issues, please refer to SQA's Guide to Assessment.
3. Information for centres on SQA's operating procedures is contained in SQA's Guide to Procedures.
4. For details of other SQA publications, please consult SQA's publications list.

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