



National Unit Specification: general information

UNIT Business and Marketing: An Introduction (SCQF level 4)

CODE F5G9 10

SUMMARY

This Unit is designed to enable candidates to explore and practise the marketing activities required to set up and run a successful business. It enables them to decide on a suitable marketing mix and to prepare a market research questionnaire on the product or service they expect to provide. It is intended for candidates who are taking part in programmes aimed at encouraging enterprise and entrepreneurial behaviour. Candidates should have an idea for a business and, on completion of the Unit, candidates should be able to apply fundamental marketing activities to their business.

OUTCOMES

- 1 Apply the marketing mix to a business.
- 2 Describe ways to research the market for a product or service.

RECOMMENDED ENTRY

Entry is at the discretion of the centre:

CREDIT VALUE

0.25 credit at SCQF level 4 (1.5 SCQF credit points at SCQF level 4*).

**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.*

Administrative Information

Superclass: BA

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CORE SKILLS

This information will be provided by the NQ Product Team.

National Unit Specification: statement of standards

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

OUTCOME 1

Apply the marketing mix to a business.

Performance Criteria

- (a) Describe the four components of the marketing mix.
- (b) Explain how to relate the concept of the marketing mix to any existing product or service.

OUTCOME 2

Describe ways to research the market for a product or service.

Performance Criteria

- (a) Describe different ways of conducting market research.
- (b) Explain the advantages and disadvantages of different ways of conducting market research.
- (c) Design a simple market research questionnaire.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that the candidate has achieved all Outcomes and Performance Criteria of the Unit.

A holistic approach is recommended for assessment of this Unit and evidence should be generated through open-book conditions.

Candidates are required to produce a folio of evidence. Where evidence is oral in nature this must be supported by an appropriate assessor checklist.

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 — written and/or oral

Candidates will need evidence to show that they can apply the concept of the marketing mix to an existing or hypothetical business.

This should consist of the a structured statement which shows how the marketing mix of product, price, promotion and place can be applied to an existing or hypothetical product or service.

Outcome 2 — written and/or oral

Each candidate will need evidence to show that s/he can explain advantages and disadvantages of different ways of carrying out market research and can design a simple market research questionnaire related to her/his business idea.

It should consist of:

A structured statement giving one advantage and one disadvantage of **three** of the following methods of market research:

- ◆ Postal
- ◆ Internet
- ◆ Telephone
- ◆ Personal interview

Candidates must also produce a market research questionnaire designed by the themselves and related to an existing or hypothetical business idea.

National Unit Specification: support notes

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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 10 hours.

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

The Unit is intended for candidates following a course of study and programmed activities on enterprise and entrepreneurial behaviour. The programme should include a segment which requires candidates to consider setting up their own business.

This Unit is likely to be particularly suitable for groups who may lack self-confidence and self-esteem. They may be individuals who are still of school age but are not in mainstream school environments. Alternatively, they may be adults who have left school and have returned to an educational environment, such as college, after a gap in learning. These groups may find it difficult to cope with large blocks of study, therefore this Unit is designed to be completed within a relatively short period of time.

The Unit could provide a stepping-stone or basis from which candidates could progress to further qualifications. Successful completion of this Unit may allow progression to one credit Units in Enterprise or Business. This Unit is also an option within National Progression Awards in Enterprise and Employability at SCQF level 4 and SCQF level 5. This Unit could assist candidates in setting up their own business or, perhaps, to take up employment with a view to establishing a business at a later stage.

The following notes give some additional information on each Outcome. A candidate may choose to set up a business on his/her own or in association with others. However, each candidate should consider each Outcome for her/his own individual perspective.

Outcome 1

The main focus of this Outcome is how the marketing mix can help a business make decisions about its product or service. For this Outcome, candidates should relate the marketing mix to an existing or hypothetical product or service. The product or service could be one with which candidates are familiar and is likely to be the subject of a current marketing campaign. Candidates can be encouraged to collect suitable material from newspapers, magazines, the Internet etc. to help them in applying the marketing mix to the product or service. Some aspects of the marketing mix of the existing product or service may also be applicable to a candidate's own business idea.

National Unit specification: support notes (Cont)

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Outcome 2

Candidates should be aware of the ways in which market research can be carried out have to develop a market research questionnaire.

At this level, a short, simple questionnaire is quite sufficient and it could be confined to the product or service and its price. It could consist, for example, of a few brief closed questions (possibly a mixture of yes/no and multiple choice or multiple answers) plus, perhaps, one open question on general comments on the product or service, possible improvements to it, and so on.

Candidates could be encouraged to conduct actual market research based on their questionnaire. This may help them, to appreciate the value of market research as well as giving them invaluable practical experience.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

The Unit can be delivered on its own on a stand-alone basis or as part of a larger programme on enterprise, entrepreneurial activity or general business orientation. It could be directly linked to a series of activities and exercises which candidates would work their way through. If desired, these could be undertaken online.

Assessment is likely to be conducted on an on-going basis as the course progresses and candidates should be encouraged to keep all assessment evidence in a single folder or mini-portfolio.

To complete all aspects of assessment, candidates are also required to provide some explanation to show their understanding. Where this is the case, candidates may provide the explanation in whatever form is most suitable to them. Teachers and lecturers may find it helpful to provide an appropriate transcript which can be included in the candidate's folder.

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

The requirement to apply the marketing mix to a business idea, explain the advantages and disadvantages of different market research methods and to design a questionnaire may provide opportunities to develop Core Skills in:

- ◆ *Working with Others*
- ◆ *Communication*
- ◆ *Problem Solving*
- ◆ *Information and Communication Technology*

National Unit specification: support notes (cont)

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GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

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