



National Unit Specification: general information

UNIT Marketing Mix (SCQF level 6)

CODE F6V0 12

SUMMARY

This Unit will help you to develop the knowledge and understanding to enable you to explain each of the marketing mix elements, in the context of consumer and industrial markets.

OUTCOMES

- 1 Outline the processes involved in product determination.
- 2 Explain the nature and importance of pricing in marketing.
- 3 Explain the elements of the promotional mix.
- 4 Describe the main channel members of an effective distribution network.

RECOMMENDED ENTRY

While entry is at the discretion of the centre, candidates would normally be expected to have attained one of the following, or equivalent:

- ◆ *Marketing: Basic Principles* Unit number F390 11

CREDIT VALUE

1 credit at Higher (6 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.*

Administrative Information

Superclass: BA

Publication date: February 2009

Source: Scottish Qualifications Authority

Version: 01

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National Unit Specification: general information (cont)

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CORE SKILLS

Achievement of this Unit gives automatic certification of the following:

- ◆ Complete Core Skill None
- ◆ Core Skill component Critical Thinking at SCQF level 4

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit Specification.

National Unit Specification: statement of standards

UNIT Marketing Mix (SCQF level 6)

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

Outline the processes involved in product determination.

Performance Criteria

- (a) Identification of product characteristics is correctly related to consumer research.
- (b) Classification of products is appropriate to consumer markets.
- (c) Classification of products is appropriate to industrial markets.
- (d) Explanation of the product life cycle is correctly related to product mix decisions.

OUTCOME 2

Explain the nature and importance of pricing in marketing.

Performance Criteria

- (a) Explanation of price is appropriate to organisational objectives.
- (b) Explanation of factors affecting pricing decisions is correctly related to the other marketing mix elements.
- (c) Description of pricing policy is appropriate to product mix decisions.

OUTCOME 3

Explain the elements of the promotional mix.

Performance Criteria

- (a) Advertising is explained correctly in terms of above the line media.
- (b) Identification of sales promotion techniques is related to two contrasting organisations.
- (c) Description of personal selling is related to the sales process.
- (d) Explanation of public relations is appropriate to the organisation and its publics.

OUTCOME 4

Describe the main channel members of an effective distribution network.

Performance Criteria

- (a) Explanation of channel structure is related to specific types of organisation.
- (b) Classification of wholesale activity is appropriate to current market trends.
- (c) Classification of retailers is appropriate to current market trends.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Outcome 1

Written or oral evidence that the candidate can explain the consumer and industrial characteristics of a product and relate them to final product offerings including branding and packaging with reference to the product life cycle.

Outcome 2

Written or oral evidence that the candidate can identify the main pricing considerations including skimming, penetration and tactical pricing in line with organisational objectives and relate them to other product mix elements.

Outcome 3

Written or oral evidence that the candidate can describe the promotional mix elements including advertising, sales promotion, personal selling and public relations and relate them to the organisation's objectives and the meeting of market needs.

Outcome 4

Written or oral evidence that the candidate understands the trading and logistical aspects of distribution for different types of organisation and how wholesale and retail activity serves the market place.

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 40 hours.

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

The student should be encouraged to identify examples of products/services with which they are familiar or have an interest in. It is expected that the consumer products will be taken from FMCG markets.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Product determination should include consumer product characteristics, industrial product characteristics branding and packaging.

Organisational objectives could typically include survival, profit and market share. Pricing decisions would include skimming; penetration; tactical pricing. Product types would include branded, own label and generic.

Promotion types would include advertising, sales promotion, personal selling and public relations.

Types of organisation would include fast moving consumer goods (FMCG) Manufacturer and consumer durable manufacture. Types of channel structure should include direct, short and long. Wholesale elements would include cash carry, specialist and agents. Types of Retail would include independent, multiple and department store.

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

Achievement of this Unit provides the opportunity for the development of aspects of the Core Skill *Communications* at level 6, through discussions on Marketing Mix and written exercises on marketing mix and marketing techniques. The use of Internet research of market and products will allow the opportunity for the development of *Information Technology* at SCQF level 6.

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 communications 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)*.

National Unit Specification: support notes (cont)

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In order to achieve this Unit, candidates are required to present sufficient evidence that they have met all the Performance Criteria for each Outcome. The assessment instruments used should follow the general guidance offered by SQA assessment model and an integrative approach to assessment is encouraged. Integration can be achieved by the use of case studies which cover more than one Outcome as recommended for Outcomes 2 and 3 (the exemplar case could be readily adapted to include Outcome 4).

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, records of candidates achievement should be kept. The records will be available for external verification.

Instruments of assessment:

- ◆ Outcome 1 could be assessed by means of restricted response questions
- ◆ Outcome 2 and Outcome 3 could be assessed by means of a case study
- ◆ Outcome 4 could be assessed by restricted response questions

CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

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. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).