



National Unit Specification: general information

UNIT Marketing: Basic Principles (SCQF level 5)

CODE F### 11

SUMMARY

This is an introductory Unit designed to enable candidates to develop a practical knowledge and understanding of the application of marketing concepts and techniques. Candidates will be introduced to the fundamental marketing concepts of the marketing mix, market segmentation and market research. The Unit provides a basis for further study for business in general and marketing in particular as well as enabling candidates to develop skills relevant to employment.

OUTCOMES

- 1 Apply the marketing mix to the marketing of a specific product or service.
- 2 Apply the concept of market segmentation to the marketing of a specific product or service.
- 3 Apply methods of market research to a specific product or service.

RECOMMENDED ENTRY

Entry is at the discretion of the centre.

CREDIT VALUE

1 credit at Intermediate 2 (6 SCQF credit points at SCQF level 5*).

**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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National Unit Specification: general information (cont)

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CORE SKILLS

There is no automatic certification of Core Skills in this Unit.

This Unit provides opportunities for candidates to develop aspects of the following Core Skills:

Communication (SCQF level 5)

Problem Solving (SCQF level 5)

These opportunities are highlighted in the support notes of this Unit Specification.

DRAFT

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 the marketing of a specific product or service.

Performance Criteria

- (a) Describe the main elements of the marketing mix in relation to a specific product or service
- (b) Describe the effectiveness of the marketing mix in relation to a specific product or service

OUTCOME 2

Apply the concept of market segmentation to the marketing of a specific product or service.

Performance Criteria

- (a) Describe the main categories of market segmentation in relation to a specific product or service.
- (b) Describe the effectiveness of market segmentation in relation to a specific product or service.

OUTCOME 3

Apply methods of market research to a specific product or service.

Performance Criteria

- (a) Describe the way the main methods of market research are used in relation to a specific product or service.
- (b) Describe the advantages and disadvantages of each method of market research used in relation to a specific product or service.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that candidates have met the requirements of all Outcomes and Performance Criteria.

Written and/or recorded oral evidence is required which demonstrates that the candidate has achieved Outcome 1 to the standard specified in the Outcome and Performance Criteria. The evidence should provide **ONE** example of how each of the four elements of the marketing mix can be related to the specific product or service.

Written and/or recorded oral evidence is required which demonstrates that the candidate has achieved Outcome 2 to the standard specified in the Outcome and Performance Criteria. The evidence should provide **2** examples of each of the four aspects of market segmentation.

Written and/or recorded oral evidence is required which demonstrates that the candidate has achieved Outcome 3 to the standard specified in the Outcome and Performance Criteria. The evidence should provide **ONE** example of each of **2** methods of market research and provide **2** advantages and **2** disadvantages of each of the **2** methods of market research.

Candidates should be asked to provide evidence on their own at an appropriate point in the Unit when they have acquired appropriate knowledge and understanding. The evidence will be generated in relation to real or simulated products or services. Centres must ensure that the evidence submitted is the work of individual candidates.

The Assessment Support Pack (ASP) for this Unit provides sample assessment materials and illustrates the standard to be applied and the breadth of coverage required. Centres wishing to develop their own assessments should refer to the Assessment Support Pack to ensure a comparable standard.

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

This Unit is a core Unit in the NC Business Group Award at level 5 but can also be taken as a free-standing Unit. Candidates attempting this Unit are not expected to have prior knowledge and understanding of marketing. However, the Unit will provide progression for candidates who have undertaken Units in business or related subjects at Intermediate 1.

This Unit covers the basic concepts of marketing and the application of the marketing mix, market segmentation and market research. Candidates are expected to relate each of these three aspects of marketing to the context of a specific product or service.

Outcome 1 should examine the four Ps of the marketing mix — Product, Price, Place and Promotion — and their application to a straightforward situation. Candidates should explain how all aspects of the marketing mix combine together in the marketing of the specific product or service.

Outcome 2 should examine the four main categories of market segmentation — Geographic, Demographic, Psychographic and Behavioural — and their application to a specific market for a product or service. Candidates should justify each response with a clear explanation.

Outcome 3 should examine the two main methods of market research — Field and Desk Research — and describe the advantages and disadvantages of each method. Candidates should undertake one method of desk or field research. Candidates should draw conclusions from the market research technique employed.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Candidates should be encouraged to apply the four Ps of the marketing mix to their own experiences of consuming particular products and services.

Candidates should be given the opportunity to collect information on particular products/services and market segmentation. This will allow them to illustrate responses with examples in order to demonstrate knowledge and understanding. Information could be collected using the internet, newspapers, magazines and CDROMs.

Where candidates are required to undertake one method of market research for Outcome 3, it may be helpful to allow them to compile a questionnaire or survey and practice conducting field research in pairs or small groups. Each pair or small group could then feedback their findings to the whole candidate group.

Short presentations, case studies and other in-class activities will allow candidates to demonstrate knowledge and understanding over all three Outcomes.

National Unit Specification: support notes (cont)

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OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

In this Unit candidates will be applying their knowledge and understanding of marketing of a specific product or service. They will be required to do this with respect to three different aspects of marketing. In each case, they will be expected to identify relevant factors in the situation, assess their relevance and on the basis of this and suggest ways in which the aspects of marketing can be applied in the situation. They are expected to be able to describe the application in an effective manner which ensures that all essential information is included. Depending on the methods of learning and teaching used in the delivery of the Unit, candidates may get an opportunity to convey information orally about a situation by giving feedback on their findings to others in their group. These activities can provide candidates with opportunities to develop aspects of the Core Skills of Communication and Problem Solving.

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)*.

Case studies or real market situations should be used to provide candidates with a straightforward situation. These case studies or real market situations must give candidates the opportunity to examine the four Ps of the marketing mix, the four main categories of market segmentation and the two main methods of market research as specified in the 'Guidance on the Content and Context for this Unit' section.

Candidates will then apply their knowledge and understanding of the marketing mix, market segmentation and market research to the information in the case study or the real market situation.

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).