



National Unit Specification: general information

UNIT Marketing: An Introduction (SCQF level 4)

CODE tbc

SUMMARY

This is an introductory Unit designed to introduce candidates to basic marketing practices and create awareness of the importance of Marketing to an organisation. Candidates will be introduced to the marketing concept, the marketing mix and market research. This Unit is suitable for candidates with limited or no prior knowledge or experience of marketing.

OUTCOMES

- 1 Describe the importance of the marketing concept to organisations.
- 2 Carry out marketing research for a specific product.
- 3 Apply the concept of the marketing mix to the marketing of a specific product.

RECOMMENDED ENTRY

Entry is at the discretion of the centre.

CREDIT VALUE

1 credit at Intermediate 1 (6 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

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CORE SKILLS

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes of this Unit Specification.

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

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

Describe the importance of the marketing concept to organisations.

Performance Criteria

- (a) Accurately describe the marketing concept.
- (b) Accurately describe the benefits to an organisation of adopting the marketing concept.
- (c) Identify the main factors present in a marketing environment.

OUTCOME 2

Carry out marketing research for a specific product.

Performance Criteria

- (a) Describe a range of Primary and Secondary methods of marketing research.
- (b) Carry out appropriate Primary market research for a specific product.
- (c) Carry out appropriate Secondary market research for a specific product.

OUTCOME 3

Describe the marketing mix of a specific product.

Performance Criteria

- (a) Identify the main elements of the marketing mix.
- (b) Describe the main elements of the marketing mix of a specific product.
- (c) Describe the possible development of the marketing mix in the marketing of a specific product.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that candidates have achieved all of the Outcomes to the standard specified in the Outcomes and Performance Criteria.

Outcome 1

Written and/or oral evidence must be obtained under closed-book controlled conditions at an appropriate point in the Unit.

The candidate must:

- ◆ describe the marketing concept
- ◆ describe a minimum of two benefits of adopting the marketing concept
- ◆ identify a minimum of two factors present in each of the micro and macro marketing environments

Outcomes 2 and 3

Written and/or oral evidence must be obtained under open-book conditions at appropriate points in the Unit.

The candidate must:

- ◆ describe at least two primary and two secondary methods of market research
- ◆ carry out one method of primary research and one method of secondary research for a specific product
- ◆ identify the four Ps (Price, Product, Place, Promotion)
- ◆ describe the four Ps for a specific product (Price, Product, Place, Promotion)
- ◆ describe four possible developments of the marketing mix (one each in relation to Price, Product, Place, Promotion)

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 mandatory Unit in the National Certificate Business (SCQF level 4) 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.

This Unit covers the principles of the marketing concept, market research and the marketing mix. Candidates are expected to describe the marketing concept and its importance to organisations. They should also describe and carry out market research and apply the marketing mix in relation to a specific product.

Outcome 1 should provide an overview of the marketing concept. Candidates should be able to describe the marketing concept and the benefits of adopting a marketing approach. There should be an emphasis upon customer driven organisations so customer wants are identified and satisfaction is provided by producing what customers want. Candidates should also be able to identify the main factors present in the marketing micro environment and macro environment to reinforce the importance of the marketing concept and its interaction with needs, wants and demand for goods.

Outcome 2 should promote an overall awareness of a number of forms of primary research, for example, use of questionnaires, interviews and focus groups. Candidates should also be made aware of a number of forms of secondary research, for example, use of the Internet, newspapers and trade journals. Candidates should undertake one method of primary research and one method of secondary research.

Outcome 3 should examine the four Ps of the marketing mix, Product, Price, Place and Promotion. Candidates should briefly describe the elements of the mix for a specific product. They should draw conclusions relevant to the marketing mix for a specific product based on the market research carried out in Outcome 2. The four Ps should be viewed as open to development and possible changes in the elements examined.

This Unit should prepare candidates for progression to *Marketing: Basic Principles* (F390 11) (SCQF level 5).

National Unit Specification: support notes (cont)

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GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Although some theory relevant to all three Outcomes requires to be taught, the Unit should be approached as practically as possible so that candidates understand the practical applications of marketing.

In Outcome 1 case studies, videos and corporate websites could be used to help explain the marketing concept, the benefits of such an approach and highlight some of the factors present in the marketing environment that reflect the marketing concept. Candidates should also be given the opportunity to collect information using newspapers, magazines and CD-ROMs. This would aid understanding of the concepts in an organisational context.

In Outcome 2 Candidates should be given the opportunity to access questionnaire construction websites to help create questionnaires as well as being presented with examples of completed questionnaires. It may be helpful to allow candidates to compile a questionnaire or survey and practice conducting field research in small groups.

In Outcome 3 similar resources to those utilised in Outcome 1 could be employed to aid understanding of the marketing mix and how it is used in an organisational context. Possible development of the marketing mix may be discussed as part of a problem solving activity with reference to similar organisations and researched through websites and company reports.

Access to on-line resources should be made available to provide additional opportunities for candidates to gather additional information relevant to all Outcomes. Candidates may be given an opportunity to convey information orally about a situation by giving feedback on their findings to others in their group

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

Candidates will be producing written and/or oral evidence as part of the assessment. This offers ideal opportunities to develop aspects of the Core Skill of *Communication*, at SCQF level 4.

Should candidates choose to view corporate websites to help gain understanding of the marketing concept, and carry out research using CD-ROMs, there will be opportunities to develop aspects of the Core Skill of *Information Technology*, at SCQF level 4.

During the process of carrying out market research in Outcome 2 and examining the Marketing Mix in Outcome 3, there will be opportunities to develop aspects of the Core Skills of *Problem Solving* and *Working with Others*, at SCQF level 4.

Also the graphical representations of market research will allow for the development of aspects of the Core Skill of *Numeracy*, at SCQF level 4.

National Unit Specification: support notes (cont)

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GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The following approaches to assessment are suggested:

Outcome 1

Short answer and/or restricted response questions based on a given case study with a time limit of one hour.

Outcomes 2 and 3

An investigation on a specific product.

Time should be allowed for any necessary re-assessments.

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)*.

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).