



<b>Unit title</b>	Principles of Marketing and Evaluation
<b>SQA code</b>	H8PM 04
<b>SCQF level</b>	6
<b>SCQF credit points</b>	7
<b>SSC Ref</b>	MKTC 3-2

## History of changes

**Publication date:** March 2015

**Version:** 01

<b>Version number</b>	<b>Date</b>	<b>Description</b>	<b>Authorised by</b>

© Scottish Qualifications Authority 2015

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

<b>Title</b>		Principles of Marketing and Evaluation	
<b>Learning Outcomes</b>		<b>Assessment Criteria</b>	
<b>The candidate will:</b>		<b>The candidate can:</b>	
1	Understand the principles of market segmentation.	1.1	Explain the importance of defining market segments to the development and achievement of the marketing strategy.
		1.2	Explain the difference between market segments and customer classification.
		1.3	Explain how the characteristics, motivations and behaviours of potential target customers are identified.
		1.4	Explain how to cluster customers with similar characteristics.
		1.5	Describe how to confirm that proposed segments are real, distinctive, viable and their buying power measurable.
		1.6	Explain how to evaluate the profitability and stability of market segments.
		1.7	Describe how a range of products may appeal to different market segments.
		1.8	Explain the motivators and inhibitors that influence customer behaviour.
		1.9	Explain the use of Customer Relationship Management.
2	Understand how to assess market opportunities for new products and/or services.	2.1	Describe the economic and buyer behavioural factors to be taken into account when assessing new market opportunities.
		2.2	Describe the cultural factors that are likely to affect customers' perception of products and/or services and sales performance.
		2.3	Explain how to identify opportunities and threats in new markets and for new products in existing markets.

<b>Learning Outcomes</b> <b>The candidate will:</b>	<b>Assessment Criteria</b> <b>The candidate can:</b>
	<p>2.4 Explain how competitor and potential competitor activity may affect projected sales performance.</p> <p>2.5 Explain the basis of recommendations to exploit new market opportunities.</p>
<p>3 Understand the principles of marketing strategy development.</p>	<p>3.1 Describe the topics to be addressed in a marketing strategy.</p> <p>3.2 Explain the use of market analyses to inform the development of a marketing strategy.</p> <p>3.3 Explain how to evaluate risks to the achievement of objectives.</p> <p>3.4 Describe how to forecast sales by product and/or service.</p> <p>3.5 Explain how to present a marketing strategy including aims, objectives, actions, accountabilities, resources, budgets and forecasts.</p> <p>3.6 Explain the importance of engaging stakeholders in the development of a marketing strategy.</p> <p>3.7 Explain the significance of customer loyalty to the achievement of marketing objectives and strategy.</p> <p>3.8 Explain how to set performance indicators and evaluation arrangements that are capable of measuring returns on investment.</p>
<p>4 Understand how to evaluate the effectiveness of a marketing strategy.</p>	<p>4.1 Explain the importance of conducting the evaluation in accordance with the specification.</p> <p>4.2 Describe the factors to be taken into account in the evaluation of the effectiveness of a marketing strategy.</p> <p>4.3 Explain the strengths and weaknesses of different evaluation methods.</p>

<b>Title</b>	Principles of Marketing and Evaluation	
<b>Learning Outcomes</b>	<b>Assessment Criteria</b>	
<b>The candidate will:</b>	<b>The candidate can:</b>	
	4.4	Describe how to identify trends and themes from evaluation data.
	4.5	Explain how to ensure the reliability and validity of evaluation data.
	4.6	Explain how to achieve an acceptable level of statistical confidence.
	4.7	Explain how to address critical issues revealed by evaluation.
	4.8	Explain the importance of justifying recommendations and conclusions with evidence.
	4.9	Explain the use of impact analysis in the evaluation process.
	4.10	Explain the importance of marketing to the achievement of business objectives and strategies.
	4.11	Describe the links between corporate social responsibility and marketing strategies.

<b>Additional information about the Unit</b>
<b>Unit purpose and aim(s)</b>
This Unit is designed to develop the candidates understanding of the principles of market segmentation, how to assess market opportunities for new products and/or services, the principles of marketing strategy development and how to evaluate the effectiveness of a marketing strategy.
<b>Details of the relationship between the Unit and relevant national occupational standards (if appropriate)</b>
Marketing 1.3.1 Evaluate and interpret findings and identify connections in complex data Marketing 1.3.3 Establish and understand potential market segments Marketing 1.3.4 Establish target market segments for products/services and evaluate their potential Marketing 1.3.6 Analyse, interpret and synthesize data and research findings to inform social marketing strategy STC 2-1 Principles of marketing theory Marketing 2.1.3 Demonstrate the value of marketing to the organisation Marketing 3.1.1 Develop marketing strategies and plans for products and services Marketing 4.2.6 Evaluate advertising Marketing 6.2.1 Assess marketing opportunities within international and/or diverse markets
<b>Details of the relationship between the Unit and other standards or curricula (if appropriate)</b>
N/A
<b>Assessment requirements specified by a sector or regulatory body (if appropriate)</b>
N/A

## Assessment (evidence) Requirements

This Unit is designed to assess the knowledge and understanding of candidates in the workplace context and can be assessed on or off-the-job. Candidates must cover all the Learning Outcomes and Assessment Criteria.

Candidates may be able to prove their occupational knowledge and understanding through performance in the workplace. In addition to performance, questioning may be used to:

- ◆ confirm knowledge and understanding where it is not apparent from performance
- ◆ address gaps in knowledge and understanding in performance
- ◆ authenticate evidence by asking candidates to explain part of the evidence and/or describe the process of producing it

Evidence is likely to be presented in the form of a portfolio.

## Guidance on Instruments of Assessment

Appropriate Instruments of Assessment for assessing candidates' underpinning knowledge and understanding include:

- ◆ Oral questions
- ◆ Written questions
- ◆ Multiple-choice questions
- ◆ Case studies
- ◆ Assignments
- ◆ Professional discussion/Personal statement
- ◆ Observation
- ◆ Product evidence
- ◆ Witness testimony

The choice of method should reflect any special assessment requirements candidates may have. For example, some candidates do not respond well to written questions — in any case, it is important to ensure that the appropriate reading level is used.

SQA's Guide to Assessment provides further information on appropriate Instruments of Assessment. This guide is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website [www.sqa.org.uk](http://www.sqa.org.uk).